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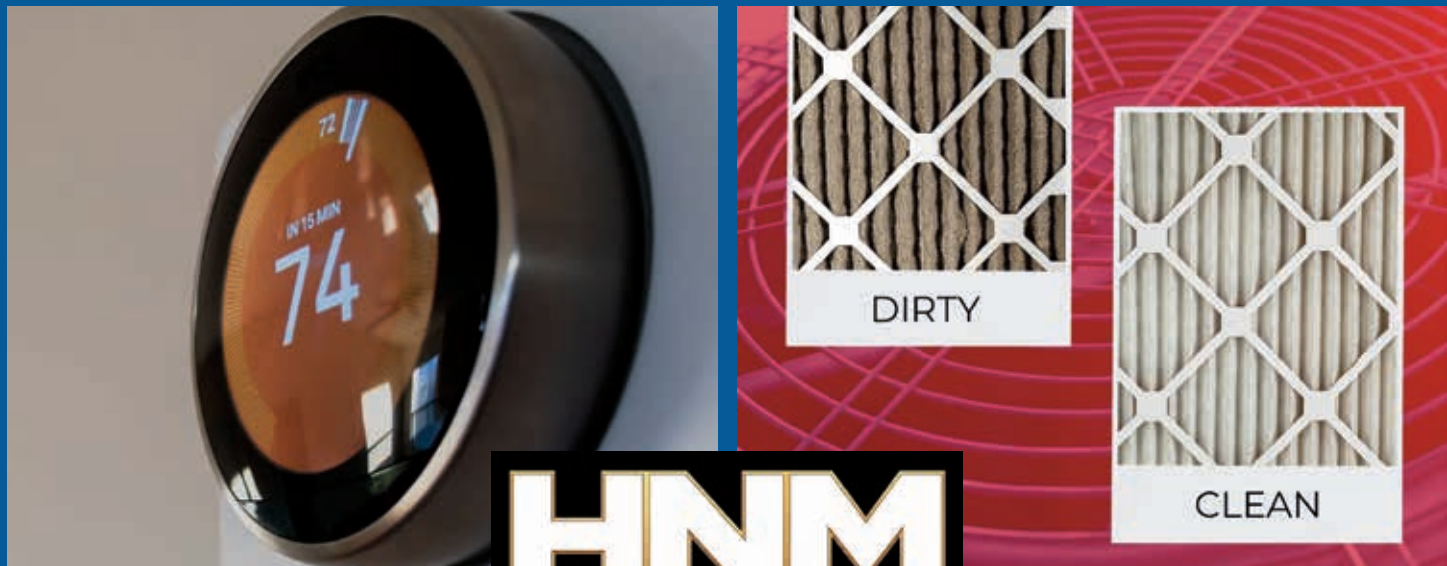
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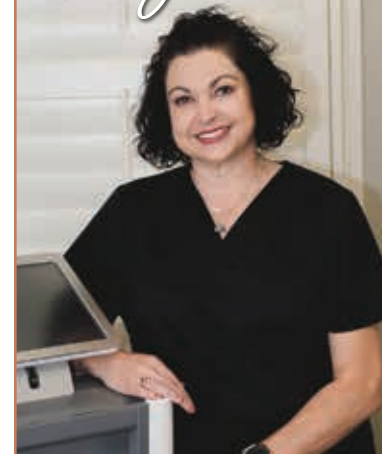
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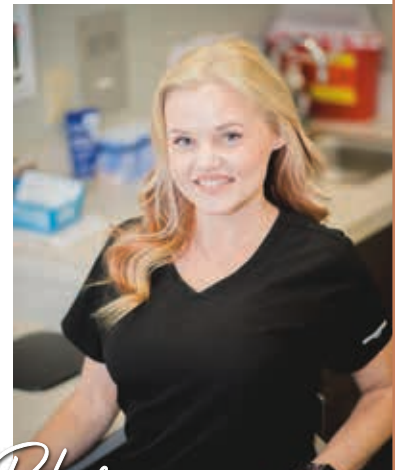


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A NOTE from the PUBLISHER

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

BY DRAKE
ABSHIRE



Hey Acadiana Realtors!

As we turn the page to another exciting month at *Acadiana Real Producers*, we first want to extend a heartfelt thank you to everyone who attended our recent **Sip, Snap & Support** event benefiting St. Jude Children's Research Hospital. It was incredible to see our real estate community come together for such a meaningful cause, and we truly appreciate every person who donated and participated. We hope everyone enjoyed the event, the networking, and especially their updated professional headshots! If, for some reason, you have

not yet received your photos, please reach out to us, and we will gladly make sure they get sent over to you.

We are also excited to welcome **our newest Preferred Partner, HNM Cooling & Heating**, to the *Acadiana Real Producers* family. HNM Cooling & Heating offers a full range of HVAC services, including installations, maintenance, repairs, and replacements, all while delivering exceptional customer service. We are proud to have them as part of our trusted network of professionals serving our local real estate community.

We have **another new Preferred Partner, Meyers Lawncare & Landscaping!** Whether you need your yard mowed or new flowers planted, they are the ones to call! We are so happy to have them and look forward to making new connections and networking with this trusted business.

Speaking of Preferred Partners, we want to remind everyone of the value these businesses bring to our industry. Before turning to Google or asking random online groups for recommendations, we encourage you to check our updated Preferred Partner list first. These are businesses vetted, trusted, and approved by local real estate professionals right here in Acadiana. Whether you need a lender, contractor, electrician, photographer, HVAC company, or another service provider, our partners are here to help support your business and your clients with professionalism and reliability.

You can always find the most up-to-date Preferred Partner list on our website under the "Partners" tab at AcadianaRealProducers.com

As always, thank you for continuing to make this community such a special one to be part of. We are grateful for each of you and look forward to continuing to grow, connect, and support one another.

With heartfelt thanks,



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Declutter TO Sell:

How Organization Impacts a Home's Marketability

BY HEATHER BORGES WITH BEE ORGANIZED



My name is Heather Borges, and I'm the owner of Bee Organized Lafayette. After 16 years as a Registered Nurse, I felt a strong pull toward a different kind of care, still centered around helping people, just in a new setting: their homes.

That path led me to professional organizing and supporting families through some of life's biggest transitions, especially when it comes to preparing a home for the market. I've seen firsthand how overwhelming the selling process can feel, and how quickly clutter and disorganization can impact not only a home's appearance, but also a buyer's perception and confidence.

At Bee Organized Lafayette, my team and I specialize in decluttering, pre-listing preparation, packing, unpacking, and move coordination. Our goal is simple: to help create calm, functional spaces that allow homes to show at their absolute best and make the entire transition smoother for everyone involved.

Why Clutter Impacts First Impressions

In real estate, first impressions happen fast. Buyers often decide how they feel about a home within seconds of walking in, or even sooner, through listing photos online. Clutter can unintentionally send the wrong message, making spaces feel smaller, darker, and less functional than they actually are.

When a room is filled with excess furniture, personal items, or disorganization, buyers don't just see a space; they see work. Instead of imagining their own life in the home, they become distracted by what needs to be done. That emotional response can quietly lower perceived value before a conversation about price even begins.

The Power of Pre-Listing Decluttering

Decluttering before a home hits the market is one of the simplest yet most effective ways to improve marketability. It is not just about making a home "look nice". It's a strategic step in the selling process.

Homes that are thoughtfully organized tend to photograph better, feel more spacious during showings, and attract stronger online engagement. Since most buyers begin their search online, listing photos play a major role in generating interest. Clean, simplified spaces allow the home itself to stand out.

For agents, encouraging sellers to remove excess furniture, clear countertops, and minimize personal items can make a significant

difference. Even small changes like organizing closets or reducing visible storage can help a home feel larger and more inviting.

Where Sellers Often Struggle

Most homeowners don't struggle because they don't care. They struggle because the process is emotional and overwhelming. Deciding what to keep, where to start, and how to prepare an entire home for market can feel like too much at once.

This is why timing matters. Decluttering is most effective when it happens early in the listing process, not the week before photos are scheduled. When agents introduce organization as part of the preparation phase, it helps reduce stress and creates a clearer path forward for sellers.

Professional organizing support can also make a meaningful difference by providing structure, direction, and hands-on help to move the process forward more efficiently and with less emotional strain.

How Organization Builds Buyer Confidence

An organized home communicates care and maintenance. Buyers naturally associate clean, functional spaces with a well-maintained property. This builds confidence, reduces hesitation, and can lead to stronger offers.

When a home feels move-in ready, buyers focus on what they love about it instead of what they will need to change. That shift in perception can directly impact both speed of sale and final price.

A Resource for Realtors and their Clients

At Bee Organized Lafayette, we work alongside realtors and homeowners to prepare properties for market success. Whether it's decluttering, pre-listing organization, packing, or coordinating a move, our focus is on making transitions smoother and homes more market-ready.

We approach every project with a judgment-free, compassionate mindset, understanding that every home tells a story. Our goal is to help clients move forward with less stress and help agents present homes at their very best.

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EVENT RECAP



SIP, SNAP & SUPPORT



We're excited to recap another incredible *Acadiana Real Producers* event: Sip, Snap & Support! This special day brought our real estate community together not only for networking and updated professional headshots, but most importantly, to support the lifesaving mission of St. Jude Children's Research Hospital.

We are so grateful to everyone who came out to support such a meaningful cause. Events like these remind us how powerful this community can be when we come together for something bigger than ourselves.

A huge thank you goes to our main sponsors, S Clare Design and Mr. Rooter, whose support helped make this

event possible. We would also like to recognize our additional sponsors, *A 5 Star Plumbing, Edge Mortgage, Andrus Boudreaux Complete Title and St. Jude Children's Research Hospital*, for their generosity and partnership.

To everyone who attended, donated, connected, and updated their headshots, Thank You. Your support means more than you know, and we appreciate each of you for helping make Sip, Snap & Support such a memorable and impactful event! See you at the next one!



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Jaime Trahan

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WRITTEN BY JESS WELLAR

“

Our team is always accessible.”
—Jaime Trahan

“In this profession, I truly lead with heart — it’s about the people, not the transactions. I treat clients like it’s my own family,” Jaime Trahan explains. “Even though I do this every day, I never want to grow numb to the fact that this is a very big, life-altering financial decision for most people!”

Thriving on making others’ dreams come true has shaped every part of Edge Mortgage, the Lafayette-based residential mortgage brokerage Jaime founded in 2022 after more than two decades in the industry. Today, she and her team help clients across Louisiana, Texas, Florida, and Alabama secure financing solutions tailored to their needs while prioritizing communication, trust, and above all else, relationships.

Learning From The Ground Up

Raised in Lafayette, Jaime’s path into mortgage lending began more than 25 years ago after relocating to Alabama and working in the service industry. During that time, she connected with a woman who owned a mortgage company and encouraged Jaime to step into the business with her, an opportunity that ultimately changed the course of Jaime’s career.

“The most important thing I learned was how to really talk to people during that time,” Jaime recalls. “My clients all came from leads, and I had to earn their trust and gain rapport with them over the phone back then.”

The learning curve was steep. Jaime was young, new to the area, and knew very little about mortgages when she first started. At the time, files were faxed or overnighted to investors, and building a business relied heavily on networking and

personal relationships rather than technology. To make it work, she spent her first year balancing two jobs before eventually committing to mortgage lending full-time.

Over the years, that same work ethic helped her build a career rooted in consistency and connection. It also provided the flexibility she valued as a mother.

“This profession afforded me the opportunity to be the mom I wanted to be because of its flexibility. I have been

able to go on their field trips, to attend school events, and to be home with them when they were sick,” she shares.

Relationships Over Transactions

For Jaime, Edge Mortgage was intentionally built around service and reputation rather than volume alone. The company’s motto, “The key to your home and people first. Excellence always,” reflects the standards she expects both from herself and her team.

Today, the company operates with eight employees, including an experienced group of loan officers and one processor, Monica, whom Jaime quickly credits as “the backbone” of the office. Together,



“
Each person’s situation
is unique and they just
need someone to be
their cheerleader.”

their team has developed a reputation for personalized service and responsiveness that continues to fuel steady growth.

“We value credibility and integrity,” Jaime notes with a touch of pride. “All of the loan officers who work with me are go-getters and good people, all self-motivated with great reputations.”

That approach has helped Edge Mortgage earn consistent five-star Google reviews across the entire team, along with recognition through Acadiana’s Choice 2024 and visibility within the local real estate and business community with memberships to organizations including the Realtors Association of Acadiana, AMLA, and OneAcadiana.

At the same time, Jaime has remained intentional about creating an office environment that feels welcoming not only for clients, but for referral partners as well. After recently moving into a new

office space to accommodate growth, she hopes Realtors feel comfortable dropping in anytime to talk shop, have coffee, or even work.

“Many real estate companies are cloud-based now with Realtors working from home,” she points out. “So we’ve created a flex space within our office for them to pop in and use our printer, use a desk when they’re on the road and need to work on something — or if they just need to be around people.”

Protecting The Reputation
Jaime understands that for any Realtor, transparency and reliability are everything, which is why Edge Mortgage approaches every file with the mindset that they are also representing the agent’s brand.

That commitment shows up through accessibility and hands-on communication throughout the process. Whether it’s after hours, on weekends, or during holidays, Jaime and her team

prioritize being available when clients and agents need them most.

“We know Realtors work hard to earn the client’s business, so we treat the client experience as an extension of the Realtor’s brand,” Jaime affirms. “Our team is always accessible.”

For Jaime personally, the work remains fulfilling because of the people behind each transaction. Many clients arrive nervous, discouraged, or uncertain about whether homeownership is even possible for them. Helping guide them through that process is still the most rewarding part of the business after all these years.

“Many of them are first-time homebuyers and are very nervous; some of them have had credit issues and have consistently been told no,” Jaime smiles. “Each person’s situation is unique and they just need someone to be their cheerleader.”

Giving Back While Growing

Outside of work, Jaime’s world revolves around her two sons, whom she proudly describes as her greatest accomplishment. Her oldest son, 20, is currently on the Dean’s List at UL Lafayette studying finance, while her youngest, 15, attends Southside High School and recently earned his driver’s license permit while proving himself to be quite the entrepreneur, repairing four-wheelers and detailing automobiles, among other jobs.

As a family, they enjoy adventurous trips together, with plans to visit Jackson Hole this summer and hopes of traveling to Japan in the future. Jaime also enjoys spontaneous road trips, time with family and friends, and has recently discovered a passion for decorating after helping design Edge Mortgage’s new office space.

Giving back remains equally important to her personally and professionally. Alongside her sons, Jaime regularly volunteers serving breakfast at St. Joseph Diner during the holidays, while Edge Mortgage recently committed to supporting different local charities each quarter.

Over the past three years, Edge Mortgage has also partnered with real estate friends Michelle Mouton and Kane Racca to sponsor a Christmas celebration for children

in foster care and their families, working intensely toward reunification.

Edge Mortgage and the local community have come together to provide gifts, food, and holiday joy to 448 children, creating meaningful moments of connection and a sense of normalcy for families during the holidays.

“This is their Christmas with their family,” Jaime elaborates, “and several awesome Realtors in our community dress up as Santa, Mrs Claus, and an elf. I am moved to tears every year for this party.”

Looking ahead, Jaime believes technology and AI will continue streamlining parts of the mortgage process, but she remains convinced that relationships will always matter most in lending.



**CONTACT
US!**

To learn more about Edge Mortgage, LLC or schedule an appointment, visit www.edgemortgageloan.com or call Jaime Trahan today at 337-356-8610.

“I think clients still want an expert guiding them through such a big financial decision,” Jaime says. “Technology will never replace trust.”

As Edge Mortgage continues growing into its new space and expanding its team with additional experienced loan officers, the mission remains simple: protecting both the client

experience and the Realtor relationships that make each transaction possible. “My business is designed to make Realtors look better, protect their reputation, and help them close more deals with less stress,” Jaime concludes. “We understand that top agents don’t have time for sloppy communication, missed deadlines, or last minute surprises.”





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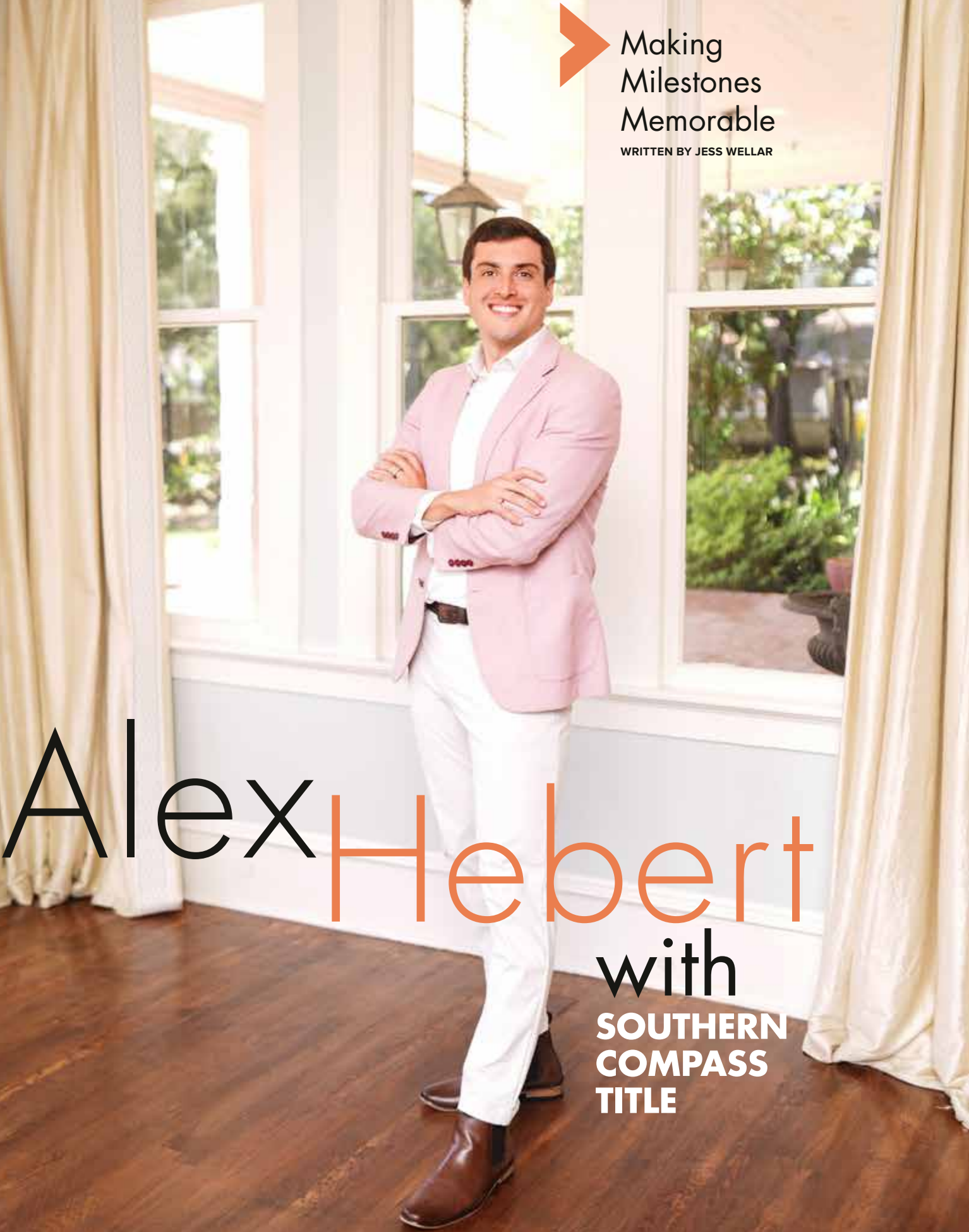
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Alex Hebert

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➤ Making Milestones Memorable

WRITTEN BY JESS WELLAR

Over the past several years, Southern Compass Title has steadily expanded its footprint across Louisiana while building a reputation for creating a closing experience that feels far more personal than transactional. With seven locations throughout the state and a growing team of attorneys and staff, the company continues to focus on accessibility, communication, and strong relationships with the Realtors, lenders, and clients they serve every day.

“What truly sets us apart is the atmosphere we create,” SoCo Title attorney Alex Hebert emphasizes. “We believe the closing process should feel smooth, welcoming, and celebratory because closings are more than signatures and documents; they are milestones in people’s lives.”

“We want every client, agent, lender, and partner who walks through our doors to feel appreciated, supported, and excited about the experience.”

Finding The Right Fit
Originally from Houma, Alex eventually made his way to Lafayette to attend ULL before earning his law degree from Southern University Law Center in Baton Rouge. After graduating law school in 2018, he began working in title law and quickly realized the field offered the perfect balance between problem-solving and client interaction.

“I’ve always been interested in helping people navigate important life decisions, and real estate naturally became a perfect fit,” Alex shares.

That interest extended beyond the titles themselves. Growing up in Louisiana gave him a

firsthand perspective on how important property ownership, succession planning, and family estate matters are to many local families. Over time, that naturally led him toward practicing not only in real estate and title law, but also succession and estate planning work as well.

Today, Alex works alongside managing attorneys and co-owners Peter Marshall and Mitzi Mayeux, as part of a growing team that also includes attorney Thomas Zabasky and 11 staff members

serving Acadiana, Lake Charles, and surrounding communities.

An Elevated Closing Experience

Founded in 2019 and rebranded in 2023, SoCo Title has expanded from its original Lafayette and Lake Charles offices into additional satellite locations in Alexandria, Crowley, Opelousas, Abbeville, and New Iberia. Much of that growth has been driven by the company’s desire to make title and legal services more accessible in smaller communities across the state.





At the same time, the company has remained intentional about creating an atmosphere that feels welcoming, collaborative, and distinctly different from a traditional title office.

“We believe it takes a village to get to the closing table,” Alex explains. “Every transaction is the result of teamwork between

buyers, sellers, agents, lenders, attorneys, and support staff.”

That philosophy is further reflected throughout the company’s flagship Lafayette office overlooking the Vermilion River, where Realtors and lenders are encouraged to use the space for meetings, networking opportunities, and

client events. The goal is to create an environment where industry professionals feel comfortable bringing clients while building stronger working relationships along the way.

“There aren’t many title companies where the clients can close on a deck overlooking the water,” Alex says with a smile.

A Partner Realtors Can Trust
For Alex and the SoCo Title team, understanding the pressure Realtors face during deals has become one of the company’s greatest strengths. Because they have worked every angle of the process themselves, they recognize how critical communication, responsiveness, and problem-solving can be when unexpected issues arise.

“Our goal is not simply to ‘close deals,’ but to help Realtors deliver an exceptional client experience that keeps their clients coming back,” Alex emphasizes.

That mindset influences how the team approaches every file, whether it involves a routine closing or a more complicated title issue requiring additional investigation and legal analysis. Alex says some of the most rewarding moments for him come when difficult files that once seemed impossible finally make it successfully to the closing table.

At the same time, SoCo Title continues adapting to an industry that is evolving rapidly through technology, cybersecurity measures, wire fraud prevention, and faster communication expectations from both clients and Realtors alike.

“We combine old-school work ethic and practical knowledge with a modern, relationship-driven approach,” Alex adds with a touch of pride. “That foundation allows

➤ “What truly sets us apart is the
**ATMOSPHERE
WE CREATE.”**





➤ "I've always been interested in helping people navigate important life decisions, and real estate naturally became a perfect fit."

us to anticipate issues, adapt quickly, and handle transactions with confidence and care."

Running Toward The Future

Outside of title work, Alex's priorities center around his loved ones and staying active. He and his wife, Kaylei, whom he met at ULL, have been married since 2020 and enjoy traveling, spending time outdoors, and supporting local events throughout Acadiana. Much of life these days also revolves around their young daughter, Evie.

"If you see a man running around Youngsville with a stroller, that's probably me with my little girl tagging along," he chuckles.

Running has remained a major part of Alex's life for years. He previously won the Louisiana Marathon in 2021, finished in the top 100 at the Boston Marathon, and recorded the sixth-fastest 50k time in the country in 2020. While he no longer trains at the same intense level, he still enjoys coaching and helping other runners pursue their goals.

Looking to the horizon, as SoCo Title continues growing throughout Louisiana, the mission remains rooted in accessibility while creating an experience that clients and Realtors genuinely enjoy and remember.

"We are proud to serve our local community and appreciate the opportunity to work alongside so many dedicated real estate professionals while always looking for opportunities to give back," Alex concludes. "Our goal is to continue building lasting relationships while providing dependable, professional service our clients can count on." ❖

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LIZZIE HERTER

WRITTEN BY
JESS WELLAR
PHOTOGRAPHY
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CHEE FORE

Lizzie Herter's relationship-first mindset has been the foundation of her success since she entered the business more than a decade ago. Today, the Lafayette native serves as co-owner and team leader of The Better Living Group with Hunco Real Estate, alongside business partner Bailey Caldwell.

"I run my business with my whole heart!" Lizzie asserts. "Each client becomes a small part of my journey, and being in real estate has allowed me to make so many connections across the board."

Last year, Lizzie personally closed 27 transactions totaling approximately \$8 million in sales volume while continuing to build a business fueled entirely by repeat clients and referrals.

When One Door Closes

Born and raised in Lafayette and Youngsville, Lizzie studied business management locally before climbing the ladder in retail management. During five years at The Limited, Lizzie managed roughly 30 associates while learning how to navigate different personalities, motivate teams, and build relationships in fast-paced environments.

"When I first worked in retail, I soon realized I wanted to focus on the management side of the business," Lizzie recalls. "I also liked the business aspect of sales too, of reaching your goals and hitting your metrics."



The
Connection
Advantage

While retail sharpened many of the skills she still uses today, the demanding schedule eventually forced her to reevaluate what she wanted long-term, especially as she and her husband Tommy began thinking about starting a family. Around the same time, her management position was eliminated, creating the opening she needed to finally pursue real estate — something she had quietly considered for years.

The transition happened quickly after that. Lizzie earned her license in 2015, jumped into the business full-time immediately, and found herself right at home while becoming pregnant with her first child several months later.

“It really did feel like a natural fit,” she affirms. “I connected with a lot of people easily from my retail background, and I wasn’t afraid to reach out and make connections with other agents either, to build my business.”

Thriving On People

What sets Lizzie’s business apart today is pure consistency with the connections she has built over time.

“My relationships with my clients sets me apart,” Lizzie explains. “It is not just a transaction for me; I want my clients to be lifelong friends after we close the home.”

Beyond the closing table, Lizzie sees herself as an ongoing resource for her clients, whether they need contractor recommendations or advice. She absolutely loves getting texts from old clients that still rely on her as a source of information.

“
The agents that usually
succeed are the ones who
show up *every day*,
follow up, and stay
visible even when it feels
uncomfortable.”

Any excuse to connect is the playbook for Lizzie’s business. She prides herself on being highly accessible, direct when needed, and fully transparent throughout the process. Rather than simply trying to get a deal to the finish line, she focuses heavily on communication, expectation setting, and making sure clients feel supported from beginning to end.

Her retail management background still plays a major role in her approach as well. Years spent handling difficult conversations and navigating high-pressure customer situations taught her how to remain calm, solution-oriented, and people-focused no matter what challenges arise.

At the same time, Lizzie has intentionally built systems around the client experience so people continue feeling connected long after the paperwork is signed.



Through the help of her wonderful assistant, Lizzie stays in touch with quarterly emails, annual drop-offs, and remains available as a trusted resource, creating a reputation that advertising dollars simply cannot buy.

That connection-first mindset has also allowed Lizzie to avoid relying on purchased leads entirely, something that feels increasingly rare in today's industry: "My clients are loyal to me from the beginning," she adds with a smile.

Better Together

In 2021, Lizzie and Bailey Caldwell officially launched The Better Living Group after previously working together on the same team at another brokerage. Their shared retail backgrounds, complementary strengths, and similar values made the partnership feel like a foregone conclusion. Today, the team also includes executive assistant Ty Altman and Realtor Shauna Stokes.

"When I first started, Bailey helped me through all the ups and downs of the business, and I give her a lot of

credit for being there for me," Lizzie acknowledges gratefully.

At the core of the team is a customer-centric culture rooted in professionalism, accountability, honesty, and family-first values. Because every member of the team has children, maintaining balance while still delivering a high level of service remains a major priority.

While they are open to recruiting the right person with some experience under their belt, cultural fit matters far more than simply adding numbers. Lizzie believes consistency, professionalism, and an entrepreneurial mindset are essential qualities for anyone entering the business.

“
Pilates is like
therapy for me.”



"We are a team of women; however, we wouldn't be against hiring a male agent who is focused on the client experience while being humble and honest," Lizzie explains. "We all have retail backgrounds as well, so we know how to put the client first — they mean everything to us."

"The agents that usually succeed are the ones who show up every day, follow up, and stay visible even when it feels uncomfortable," she adds.

Present For It All

Beyond the office, Lizzie's world revolves around her loved ones and intentionally slowing down enough to appreciate the little moments with them. She and Tommy have been married since 2012 and are raising their two sons, Oliver (10) and Owen (6), alongside two toy poodles, Sawyer and Finn, and their cat, Rosie.

"My clients and family keep me motivated," Lizzie shares. "But my family keeps my 'why' front and center, even on the hard days."

Between youth sports schedules (Oliver is currently on three sports teams), volunteering at her children's school, beach trips when schedules align, thrifting online, and Pilates four to five times a week, Lizzie has become very intentional about creating balance while protecting time for herself and her family.

"Pilates is like therapy for me," she smiles. "It allows me to slow down for an hour a day and have that time just for me, which I think is so important. You have to make time for yourself to be the best version of yourself; my family and clients need that version of me!"

Looking ahead, Lizzie remains focused on continued expansion while staying fully present for the people who matter most. She hopes to continue building a meaningful life for her family while evolving both personally and professionally along the way.

"I believe you can grow every day, and I never want to stop growing," Lizzie concludes thoughtfully. 🍷

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Shayna HENRY

PHOTOGRAPHY BY WESLEY SUN CHEE FORE

Real Estate Journey & Achievements

What inspired you to take the leap into real estate, and what was that first year like for you?

Honestly, I've always loved homes, people, and the idea of helping families through big life moments, but what really pushed me to take the leap was wanting more for my family and wanting to build something of my own. The first year was hard. Looking back now, I'm thankful for those hard seasons because they shaped the agent and business owner I am today.

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

There have been so many, but the ones that stick with me the most are the families who trusted me over and over throughout the years. Watching clients go from buying their first starter home to eventually building or purchasing their forever home is such a surreal feeling. I've had moments where clients called me during some of the hardest and happiest seasons of their lives: divorces, growing families, job changes, losses, fresh starts, and they trusted me to help guide them through it all.

If you could go back and give your rookie self one piece of advice, what would it be?

Stop doubting yourself and trust the process. Confidence, consistency, and relationships will take you further than perfection ever will.

What's a personal milestone or achievement in your career that you're most proud of?

One milestone I am most proud of is building not just a successful real estate career, but a team and businesses rooted in trust, loyalty, and family.

What's the best piece of advice a mentor or colleague has ever given you?

"Take care of people first, and the business will follow." That has stuck with me because it's easy in this industry to get caught up in numbers, rankings, and transactions, but people remember how you made them feel. I've always tried to lead with honesty and genuinely care about my clients beyond the sale itself.

Challenges & Growth

How do you handle difficult clients or challenging personalities in negotiations?

I try to lead every situation with professionalism, patience, and understanding. A lot of times, people are stressed, emotional, or making one of the biggest financial decisions of their lives, so I try not to take things personally. I focus on communication, staying solution-oriented, and keeping everyone grounded in the bigger picture. At the end of the day, my job is to advocate for my clients while still maintaining respectful relationships with everyone involved in every transaction. It just makes life so much easier.

How do you stay resilient when deals fall apart or the market shifts unexpectedly?

Real estate has taught me quickly that you can do everything right and still have things fall apart. It's disappointing every single time because I genuinely care about my clients and the outcome for them, but I've learned that resilience comes from perspective. Every setback teaches you something, strengthens you, or redirects you to something better. You have to learn how to adapt instead of panicking, especially in an industry that changes constantly.



What's a challenge you're still working on overcoming in your career today?

One challenge I still work on is learning how to balance being available for everyone while also protecting my own time and energy. When you truly care, it's easy to pour from an empty cup. I'm constantly working on creating healthier boundaries while still giving my clients and team the level of services and support they deserve.

How do you manage stress when juggling multiple deals at once?

Organization and communication are everything for me. I rely heavily on systems, schedules, and staying ahead as much as possible. But honestly, a big part is mindset, too. I've learned that stressing doesn't solve the problem, so I try to focus on handling one thing at a time and controlling what I can control. Having a strong team and support system around me also makes a huge difference.

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

I think a lot of people only see the "closing day" moments on social media and don't realize everything that happens behind the scenes. We're constantly problem-solving, negotiating, coordinating timelines, and putting out fires that most people never knew happened. I go all in for my clients. If that means helping clean, paint, coordinate movers, meet contractors, handle last-minute issues, or just being the person they can call when they're overwhelmed, then that's what I do. I'm there from the very beginning all the way through closing day, and honestly, even long after that.

Personal Insight

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

"Lead with heart, work with purpose, and always put people first."

I've always believed that if you genuinely care about people and show up for them consistently, the business will follow. Whether it's real estate, my family businesses, or my team, relationships mean everything to me.

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

Personally, I see myself continuing to build a life centered around family, quality time, and creating memories with my boys while still showing them what hard work and ambition look like. Professionally, I see Haven Home Team continuing to grow into a powerhouse team known not just for production, but for the way we genuinely care for our clients and support one another.



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

Honestly, balance is something I'm constantly working on. Real estate doesn't just shut off at 5 PM, and neither does entrepreneurship. I've learned that being intentional with my time is everything. I protect family moments when I can, lean on my support system, and remind myself that slowing down sometimes is necessary too. Self-care for me looks less like "perfect routines" and more like making sure I'm present with the people I love, taking mental breaks when needed, and giving myself grace during busy seasons.

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

Communication and Consistency. Even on chaotic days, showing up consistently, following through, and staying organized keeps everything moving forward.

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

I think one thing a lot of people don't realize about me is that real estate isn't the only business I've built. My family and I have built multiple businesses together over the years, from real estate to my husband and I's crawfish restaurant, JJ's Boiling Shack, to an antique door store with my mom and nanny. A lot of people see the polished side online, but behind the scenes, I'm constantly balancing entrepreneurship, leadership, motherhood, and family life all at once. 🍷

Every setback teaches you something, strengthens you, or redirects you to something better."





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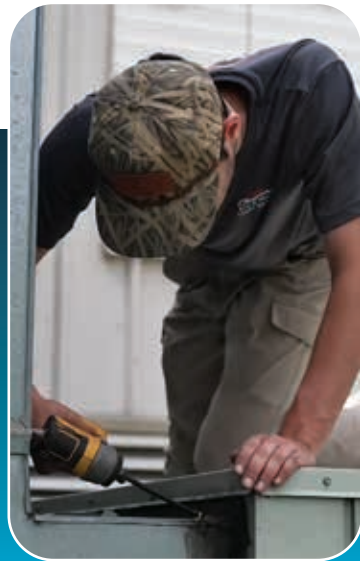


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