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The Discipline of Excellence

WHY SUSTAINED SUCCESS IS BUILT IN THE SEASONS WHEN MOST PEOPLE LOSE FOCUS

BY GABRIEL CHANDLER



By June, the pace quickens.

Calendars fill. Summer distractions creep in. Energy gets divided between business, family, travel, and opportunity. For many, this is when focus softens and standards quietly slip.

But for high performers, June is a proving ground.

Excellence isn't defined by how you start the year—it's revealed by how you operate when things get busy. When attention is pulled in every direction. When it would be easy to coast.

The best professionals don't lose structure in these moments. They refine it.

Where Discipline Separates Leaders

Discipline isn't rigidity—it's clarity.

It's knowing what matters most and protecting it. It's maintaining rhythm when others rely on urgency. It's staying connected to people who sharpen your thinking rather than drain your energy.

This is why environment matters. When you remain close to peers and partners who hold high standards, consistency becomes natural. Excellence stops being forced—and starts becoming familiar.

That principle is woven into everything Real Producers is built to support.

Staying Present While Others Drift

As the year moves forward, many step back. They attend fewer conversations. They postpone connection. They assume momentum will wait.

It won't.

The agents who continue to grow are the ones who stay engaged—intentionally placing themselves in rooms where perspective stays sharp and relationships stay strong.

Not because they have to—but because they understand the compounding effect of presence.

Playing the Long Game

June is not about acceleration at all costs. It's about **sustainability**.

It's the month to recommit to the habits, relationships, and environments that make success repeatable—not exhausting. To choose discipline over distraction. Intention over convenience.

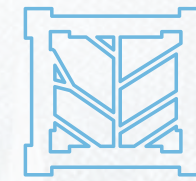
If you're already leaning in, keep going. If you've felt your focus drift, this is your reset.

Excellence is not a moment—it's a standard. And standards are upheld one decision at a time.

Let's continue setting the tone—together.



Gabriel Chandler
Publisher
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2026 REAL ESTATE RULE CHANGES:

WHAT WILMINGTON BROKERS NEED TO KNOW

As North Carolina's real estate market continues to evolve—especially in fast-growing coastal areas like Wilmington—2026 has introduced several regulatory updates that every broker, firm, and investor should understand. While none of these changes radically alter brokerage practice overnight, together they signal a continued push toward transparency, accountability, and professional standards.

Fee Adjustments and Administrative Updates

One of the most immediate changes impacting all licensees is financial. Effective April 1, 2026, the North Carolina Real Estate Commission (NCREC) increased the annual license renewal fee from \$45 to \$50. This modest adjustment reflects rising administrative costs but also reinforces the importance of timely renewal during the May 15–June 30 window.

Additionally, application fees for new brokers have increased slightly, now sitting at approximately \$105. While not burdensome, these incremental increases are worth factoring into brokerage budgeting and recruiting conversations.

Rule Modernization and Compliance Focus

The NCREC approved a series of rule updates in early 2026, many of which focus on clarifying existing practices rather than introducing entirely new ones. The overarching theme is tighter compliance—particularly around licensing, education, and brokerage conduct.

Education requirements remain consistent at 8 hours annually, but updated course content for 2025–2026 places heavier emphasis on legal updates, fair housing, and agency responsibilities. For Broker-in-Charge (BIC) roles, supervision and accountability continue to be a focal point, reflecting ongoing concerns about team structures and oversight.

Wholesaling Clarified as Brokerage Activity

Another important legislative update affecting investors and off-market transactions is the clarification that residential property wholesaling constitutes brokerage activity and therefore requires licensure.

This change is especially relevant in markets like Wilmington, where investment activity and assignment contracts have grown in popularity. The law also introduces consumer protections, including cancellation rights for homeowners, signaling increased scrutiny of investor-driven transactions.

What This Means for Wilmington Professionals

For brokers operating in Wilmington and the surrounding Cape Fear region, the takeaway is clear: professionalism and compliance continue to take center stage. The regulatory environment is tightening—not dramatically, but steadily.

Firms should prioritize:

- Strong BIC oversight and documentation practices
- Clear communication around compensation structures
- Ongoing education that goes beyond minimum CE requirements
- Careful handling of investor and wholesale transactions

In a market defined by growth, relocation demand, and coastal investment, these updates reinforce a simple reality: the agents who succeed in 2026 and beyond will be those who adapt quickly, operate transparently, and stay ahead of regulatory change.

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Brooke ACAS

**RIDING THE
WAVES OF LIFE**

WRITTEN BY DAVE DANIELSON
PHOTOS BY: LOGAN BURKES OF
BURKE'S MEDIA



Brooke Acas knows what it means to balance passion, purpose, and persistence. A native of Wilson, North Carolina, Brooke grew up feeling at home along the coast after her father moved the family to Wrightsville Beach. Surrounded by the sand, surf, and family memories, she developed a sense of belonging that would shape both her personal and professional life. Today, as a top-producing agent with Redfin Corporation, Brooke brings that same grounded, community-focused energy to her work, blending expertise with heart.

From Healing Hands to Homes

Before Brooke ever stepped into real estate, she spent over two decades as a licensed massage and bodywork therapist, earning her degree from the Coastal Carolina Institute of Massage Therapy in 2002. A Reiki master as well, she

dedicated her career to helping people feel better physically, emotionally, and spiritually. That deep commitment to caring for others laid the foundation for her transition into real estate, where guiding clients through major life moments would become her new form of service.

The spark for real estate came from someone who knew the business inside out—her stepfather, John Carroll, a realtor since 1973. Watching him build a career grounded in integrity, trust, and long-term relationships inspired Brooke to follow in his footsteps. She earned her real estate license in 2018, and over the past seven years, she has steadily built a career rooted in those same principles.

Learning the Ropes and Thriving

Brooke's career path has been marked by learning, growth, and resilience. She started as an administrative professional at Keller Williams, gaining behind-the-scenes knowledge of what makes successful agents and teams tick. From

there, she joined the Kraig Marquis Team, honing her skills through hands-on experience. Even a brief stint at Intracoastal during the COVID-19 period couldn't slow her momentum. Returning to Keller Williams under Brittany Allen's mentorship, she gained confidence and professional sophistication. Subsequent positions at Coldwell Banker and 1st Class Real Estate Coastal Choice further shaped her approach, guided by mentors Jan Roggeman and David Link.

Today, Brooke thrives at Redfin, where a supportive, system-driven model allows her to focus on what she does best—helping clients navigate some of the most significant decisions of their lives. Over the past year, she



closed over \$11 million in coastal North Carolina real estate, earning recognition as a top producer, top selling agent, and top listing agent.

Guided by Family and Community

Family is at the heart of Brooke's life. Her husband, Brandon, a mental health therapist, and their children, Roman and Olive, are her anchors. Early mornings often find Brooke catching waves before the world wakes up, while school days are a careful choreography of carpools, calls, and client check-ins. Even amid a busy schedule, she prioritizes being present with her family, understanding that true success is measured not just

in professional accomplishments but in quality time and shared experiences.

Her roots in the Wrightsville Beach community also shape her professional philosophy. Brooke founded the Wrightsville Beach Surf Mamas in 2018, a surf group that has since grown into a nonprofit. Beyond promoting wellness and connection through surfing, the group has become a hub for community engagement, with Brooke working alongside a dedicated board to expand its impact. Through this initiative, she demonstrates how passion and purpose can intersect, enriching both the lives of participants and the local community.

A Philosophy of Balance and Integrity

Brooke's approach to real estate mirrors the balance she seeks in life. She leads with honesty, consistency, and care, emphasizing relationships over quick wins. "Focus on consistency and relationships before anything else," she advises younger agents. "Long-term success comes from showing up, being reliable, and doing the right thing over and over again."

Whether helping clients buy or sell a home, mentoring others, or fostering community initiatives, Brooke's methodology is grounded in mindfulness, integrity, and presence.

She blends professionalism with warmth, ensuring that every client feels supported during major life transitions. Her ability to maintain equilibrium between work and family, between ambition and reflection, sets her apart in a competitive industry.

Passion, Purpose, and the Coastal Lifestyle

Outside of real estate, Brooke's life is all about the coast. Surfing with her children, exploring new destinations, and enjoying the water are not just hobbies—they are ways to reconnect, recharge, and sustain her energy for both work and family. Music, particularly '90s grunge, and paranormal podcasts

“Long-term success comes from showing up, being reliable, and doing the right thing over and over again.”

provide personal enrichment and inspiration, while mindfulness practices help her stay grounded amidst the demands of a high-performing career.

For Brooke Acas, success is holistic. It's about showing up fully—for clients, for family, and for herself. It's about cultivating meaningful connections, fostering community, and living a life aligned with values. In a world where real estate can often feel transactional, Brooke's approach reminds us that the best agents are those who lead with heart, live with balance, and build a career that reflects both professional achievement and personal fulfillment.

Whether riding the waves at dawn or closing a million-dollar deal by noon, Brooke Acas proves that life, like real estate, is about navigating transitions with care, integrity, and joy. In coastal North Carolina, she is not just an agent—she is a guide, a mentor, and a community builder, shaping a legacy that is as enduring as the tides she loves. ▀



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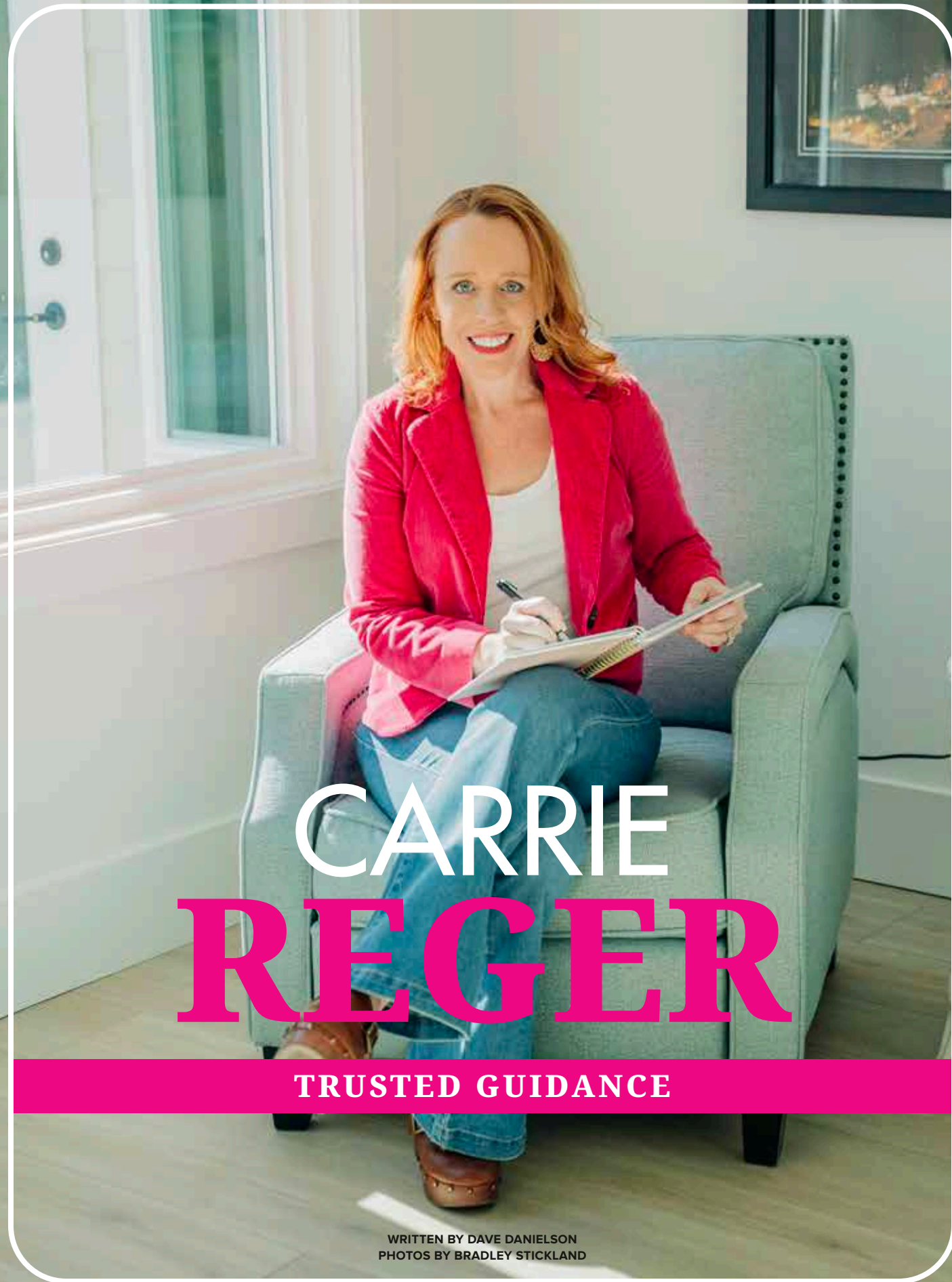


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CARRIE REGER

TRUSTED GUIDANCE

WRITTEN BY DAVE DANIELSON
PHOTOS BY BRADLEY STICKLAND

Carrie Reger approaches real estate with the heart of an educator and the steadiness of someone deeply rooted in purpose. As an agent with Navigate Realty in Wilmington, North Carolina, Carrie has built her business on authenticity, service, and thoughtful advocacy—treating every transaction not as a sale, but as an honor and responsibility. With a 2025 production volume exceeding \$12.2 million, her success reflects not only strong market knowledge, but a genuine commitment to people.

Roots That Shaped Her Perspective

Carrie is originally from the mountains of Western North Carolina. She grew up in Sylva, surrounded by generations of family history and the quiet beauty of a small town. That sense of grounding has never left

her. Western North Carolina remains a place where her soul feels at rest, and those early years instilled values of connection, community, and care that still guide her work today.

It's no surprise that Carrie later fell in love with Carolina

Beach, another place defined by natural beauty and close-knit community—now home for both her family and her business.

An Educator at Heart

Carrie's professional path began in early childhood advocacy and education. She earned her Bachelor of Science degree in Child and Family Studies from Western Carolina University in 2001, followed by a Master of Education from Western Governors University in 2009. She taught at the elementary level, later moving into community college instruction, and spent years supporting early childhood educators and programming through non-profit work.

in her quick start. More than support, she found community. "The people at Navigate have become like family," she says.

That foundation allowed Carrie to build her business with confidence and intention, blending education, guidance, and strategy into every client experience.

Service Over Self

What distinguishes Carrie most is her mindset. She doesn't focus on compensation when working with clients. Instead, she operates from a place of service, gentle protectiveness, and fierce advocacy. If a deal doesn't feel right, she's comfortable walking away—believing fully that her clients' best interests come first.

Her approach is honest and transparent. She shares her perspective openly, but never pressures. Her role, as she sees it, isn't to convince people to buy property, but to meet them where they are and help keep them aligned with their personal goals. When those principles guide the work, she believes the rest takes care of itself.

Endless Possibilities, Lasting Relationships

Carrie loves that real estate offers endless opportunities—from helping first-time buyers find their footing to guiding investors toward smart short-term rental decisions. But the most rewarding part is the partnership. She links arms with her clients, walking alongside them through major life decisions, and those relationships don't end at the closing table.

While teaching in her twenties, Carrie earned her real estate license and worked part-time as a new home sales assistant on weekends and during summers. That hands-on exposure sparked a lasting interest. Even when real estate wasn't yet her full-time focus, she closely followed the market, studied investing, and stayed engaged with the industry.

Eventually, she realized there would never be a "perfect time" to begin real estate as her full time career, So, she jumped in.

Transitioning into real estate full time proved to be the right move—and joining Navigate Realty accelerated her growth. Carrie credits the brokerage's holistic investment in its agents, commitment to training and technology, and inclusive culture as key factors





She aims to be her clients' lifelong real estate resource—not just for them, but for their children, families, and friends. Caring deeply about her clients' lives beyond the transaction is what makes the work meaningful. "It's a forever relationship," she says. "And that's something I value tremendously."

Family, Faith, and Balance

Every professional decision Carrie makes is filtered through what's best for her family. She and her husband have four children and are navigating the transition of watching each child grow into adulthood with pride and gratitude. Their oldest is currently deployed overseas in military service, the second works in finance, their youngest son is studying to become a physical therapist, and their daughter is a competitive dancer and student at Hoggard High School.

Family time is treasured—whether it's boating on the Intracoastal Waterway, playing board games, or gathering everyone together whenever schedules allow. Carrie openly admits she's still learning how to balance work and life, but she approaches both arenas

with gratitude, dedication, and honesty.

Always Learning, Always Growing

Carrie defines success not as a destination, but as growth through the process. She feels most successful when she's learning—day by day, year by year—as both an agent and a person. That growth mindset fuels her current focus on social media content, a space she once found intimidating, but now embraces as a powerful tool for connection and education.

She stays sharp through real estate podcasts, continuous learning, and daily time in Scripture and devotionals. Outside of work, she finds joy in live music, football Sundays with her husband, and the deep friendships formed through shared passions.

An Honor, Not Just a Job

If there's one thing Carrie hopes people understand, it's this: she loves what she does, and she takes it seriously. Real estate, to her, is an honor and a privilege. Grounded, authentic, and deeply present, Carrie Reger continues to build a business—and a life—defined by care, growth, and wholehearted commitment. ▀

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WRITTEN BY DAVE DANIELSON
PHOTOS BY T.J. DRECHSEL

For Jason Gannon, owner and managing member of Gannon Building Group, LLC, construction has never been just about structures—it's about craftsmanship, trust, and turning vision into reality. Based in Hampstead, North Carolina, Jason leads a boutique general contracting firm specializing in high-quality custom home construction and large-scale remodeling projects for both residential and commercial clients. Since founding the company in November 2018, Gannon Building Group has built its reputation on direct communication, personalized service, and uncompromising standards.

Operating out of Hampstead, NC, Jason offers clients something increasingly rare in today's construction world: direct access to the owner. Every project is approached with care, flexibility, and attention to detail, ensuring that homeowners feel heard, supported, and confident from concept through completion.

From Personal Challenge to Professional Calling

The origin of Gannon Building Group is rooted in resilience. When Jason's own home was damaged during Hurricane Florence, he found himself needing the freedom to manage repairs firsthand.





“

WE ENJOY
WORKING WITH
THOSE WITH UNIQUE
IDEAS WHO WANT
A TRUE PARTNER IN
THE PROCESS.

”



That pivotal moment led him to obtain his general contracting license and act as his own GC. Word spread quickly. Friends and neighbors facing storm-related repairs began reaching out, and soon referrals turned into full custom home projects.

What began as a necessity evolved into a business built on trust, craftsmanship, and personal accountability. As Jason says, “We enjoy working with those with unique ideas who want a true partner in the process.”

A Foundation Built Over Decades

Jason’s passion for construction began early, during high school, when he enrolled in a vocational home-building program. That hands-on experience sparked an interest that would shape the next four decades of his life. After graduating, he worked under an established custom home builder in Southeast Michigan who served as a formative mentor. Through that apprenticeship,

Jason learned not only the technical side of building but also an enduring philosophy: true fulfillment comes from crafting bespoke, high-quality homes designed for durability, sustainability, and long-term value—not mass production.

Over the years, Jason’s career has taken him across seven states, exposing him to diverse building styles, materials, climates, and regulatory environments. That breadth of experience sharpened his adaptability and reinforced the importance of context-specific solutions for every project. His service in the United States Marine Corps further refined his leadership style, instilling discipline, accountability, teamwork, and an unwavering commitment to excellence—values that guide every build today.

What Sets Gannon Building Group Apart

At the heart of Gannon Building Group is a simple but powerful differentiator: direct communication. Clients work

directly with Jason, not layers of management or rotating subcontractors. Questions are answered quickly. Changes are addressed collaboratively. Concerns are handled immediately.

As a smaller, highly personalized firm, Gannon Building Group maintains low overhead and greater flexibility, allowing services to be tailored precisely to each client’s needs. “Communication and customer satisfaction are the biggest reasons for our success,” Jason explains. “Clients can call me directly, and we deal with things in real time.”

Turning Vision into Reality

The most rewarding part of Jason’s work is seeing a client’s vision come to life. Whether it’s a one-of-a-kind custom home or a transformational remodel, each project represents a deeply personal milestone for the homeowner. Jason takes pride in guiding clients through that process with transparency, patience, and craftsmanship.

Looking ahead, his goals remain rooted in quality rather than scale. He plans to continue focusing on unique custom builds and meaningful renovations—projects that challenge creativity and leave a lasting impact.

Beyond the Job Site

Originally from Southeast Michigan, Jason’s journey has taken him through Southwest Florida and the Mississippi Gulf Coast before settling in coastal North Carolina. Today, his passions extend beyond construction. Personally, he’s deeply invested in preparing his two children for the next chapter of their lives as they approach the end of high school—helping them explore interests, build confidence, and plan for the future.

Professionally, Jason channels creativity in an unexpected way: Texas-style barbecue. During his time working in Austin, he developed a love for smoking beef brisket. That passion has become a signature tradition—smoking premium Wagyu briskets for clients as a housewarming gift at the completion of their projects. It’s a



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memorable, heartfelt way to celebrate the transformation of their home.

Jason also supports St. Jude Children's Research Hospital and the National Police and Firefighters Associations, reflecting his respect for service and community.

A Builder Realtors Can Trust

For top-producing Realtors, Gannon Building Group offers a trusted referral partner for clients who value craftsmanship, communication, and a personalized approach. Jason's philosophy is guided by a quote from Vince Lombardi: *"The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor."*

That commitment defines every project Jason undertakes—and every relationship he builds along the way. 📍

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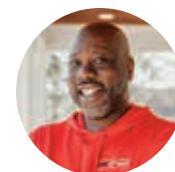
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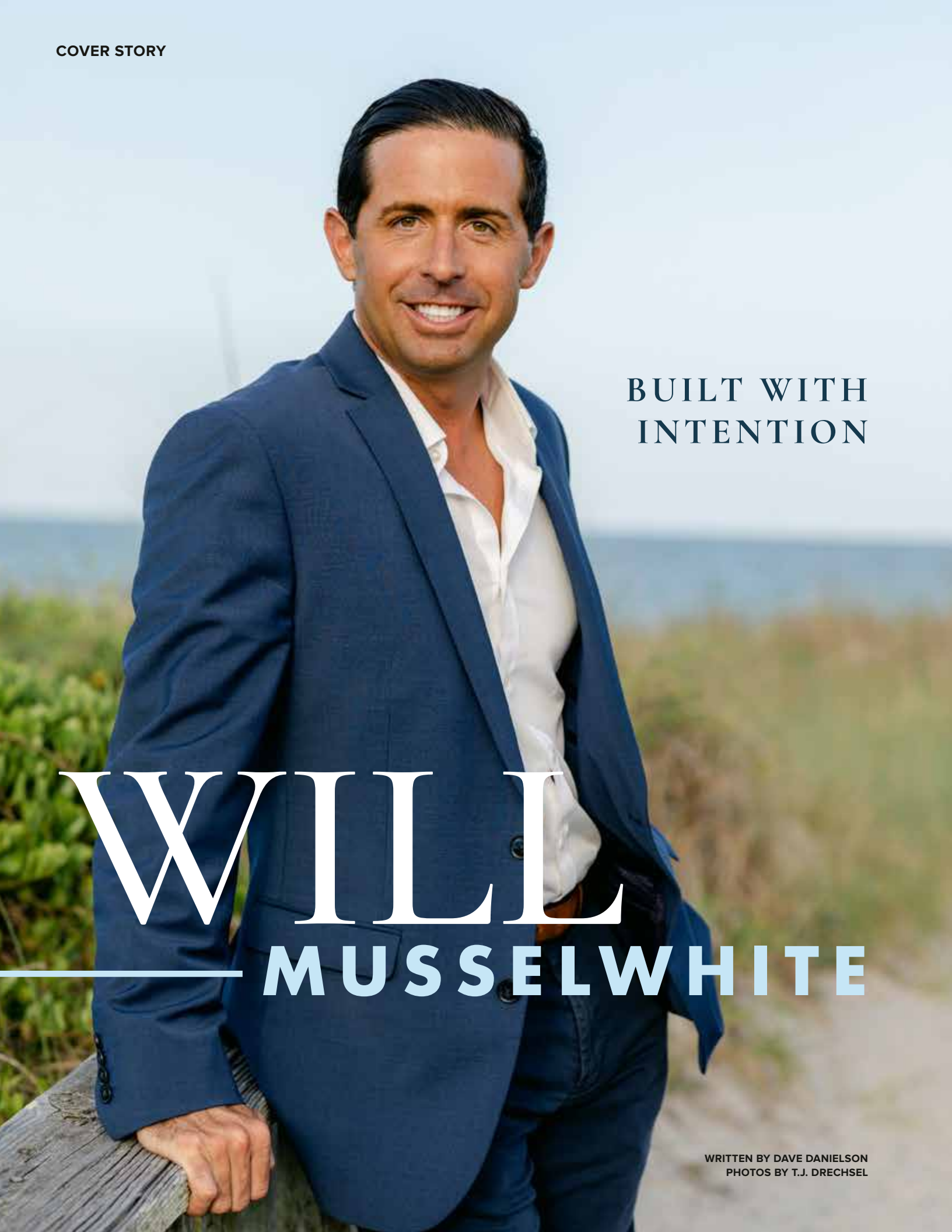
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BUILT WITH INTENTION

WILL MUSSELWHITE

WRITTEN BY DAVE DANIELSON
PHOTOS BY T.J. DRECHSEL

Most mornings in Wilmington, Will Musselwhite is already awake well before the day begins. By 4:30 a.m., he starts with quiet reflection before heading to the gym. It's a routine that reflects how he's built his real estate career: consistent, disciplined, and purposeful.

Coastal Roots

Born and raised in Lumberton, Musselwhite's connection to the North Carolina coast began early. His family's beach house on the north end of Wrightsville Beach, built in 1989, was a constant in his life. Over time, Wilmington and Wrightsville Beach shifted from places he visited to the place he now calls home.



After attending the College of Charleston, where he studied corporate communication and marketing, Musselwhite began laying the groundwork for his future in real estate. His early career wasn't limited to sales. He spent time working alongside builders and with a real estate development and investment firm in Charleston, gaining a clear understanding of how residential projects come together behind the scenes.

Learning the Business from the Ground Up

When Musselwhite returned to Wilmington, he took on a role as a project manager for a well-known local builder and developer. There, he deepened his understanding of residential construction and gained firsthand experience in the coordination and decision-making that go into every home.

That foundation proved valuable when he earned his real estate license in 2016. The timing was especially meaningful. His son had been born just three days earlier. "I often measure my career alongside him," Musselwhite says. "That timing has always been a reminder of why I work hard and what matters most."

He began his career with Landmark Sotheby's International Realty as part of One Properties Group before transitioning into a solo role. Without a formal training program, Musselwhite took a self-directed approach. He spent countless hours in the office studying contracts, observing experienced agents, and learning the market. That mindset continues to shape how he runs his business today.

A Hands-On Approach

In an industry where many agents rely on teams or assistants, Musselwhite has taken a different path. As a solo agent, he stays personally involved in every part of the transaction from first conversation to closing day.

"I don't hand anything off," he says. "My clients work directly with me the entire time."

That level of involvement has become a key part of his business and contributed to more than \$25 million in sales volume last year. For Musselwhite, the numbers are secondary to the relationships he builds along the way.

"Buying or selling a home is one of the most important financial decisions a person will make," Musselwhite says. He approaches

each transaction with that in mind, making sure his clients feel supported and confident throughout the process.

The Art of 'Production Day'

Among the many parts of real estate, one stands out as a favorite: what Musselwhite calls "production day." This is when a property is prepared, photographed, and sometimes filmed before going to market.

Rather than delegating, Musselwhite is present for every shoot. He works closely with photographers to make sure each space is properly staged and captured. He often reviews images in real time and makes small adjustments along the way.

"Marketing is a major part of my business," he says. "I want to make sure every home is presented at its best before it goes live."

This attention to detail reflects his broader approach. It is thoughtful, deliberate and focused on his clients.

Competing at the Top

Early in his career, Musselwhite made a bold decision: instead of starting at lower price points, he chose to pursue the luxury market. It was a highly competitive space, often dominated by agents with decades of experience.

The strategy required patience, consistency, and confidence. Over time, his persistence paid off, allowing him to establish himself as a trusted name in Wilmington's high-end real estate market.

At the same time, he emphasizes that his work has never been limited to one segment. "While I focused on the luxury market early on, I've always worked with clients across all price points, delivering the same level of

marketing and service regardless of a home's value."

Balancing Ambition and Life

While Musselwhite's work ethic is undeniable, he's equally intentional about maintaining balance. A lesson from Nick Phillips, founder of Landmark Sotheby's International Realty, left a lasting impression. Phillips once shared that handling a high number of transactions early in his career came at the expense



of time with family and friends. That perspective helped shape Musselwhite's philosophy of building a business centered on quality over quantity.

Today it continues to guide how he operates today. Rather than chasing a higher number of transactions, he prioritizes higher-value opportunities. This allows him to maintain a more sustainable pace, deliver a higher level of service to his clients, achieve strong overall production and enjoy a better quality of life both professionally and personally.



Family plays a central role in his life. His wife, who owns and operates a children's boutique called Fussy Mussy, recently celebrated the store's two-year anniversary. Together, they share a love of travel and dining, often enjoying their favorite local restaurants and go-to spots as a way to unwind, connect, and spend quality time together.

Tradition also holds special meaning. For more than three decades, Musselwhite has attended the ACC Men's Basketball Tournament with his father. This year, his son joined them, making it a three-generation tradition. Built on Relationships

Looking ahead, Musselwhite's goals are centered on steady and



“

Marketing is a major part of my business. I want to make sure every home is presented at its best before it goes live.”



intentional growth. He aims to expand his network, strengthen community connections, and continue building his business with a focus on relationships.

His advice to others in the industry is simple: don't treat clients like transactions.

"People hire you for your judgment and experience," he says. "Stay involved, communicate clearly, and be present from start to finish."

It's a philosophy that has shaped how Musselwhite has operated since the start of his real estate career. Based on his track record, it's one that will continue to serve him and his clients well. ▾



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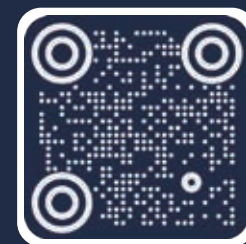
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