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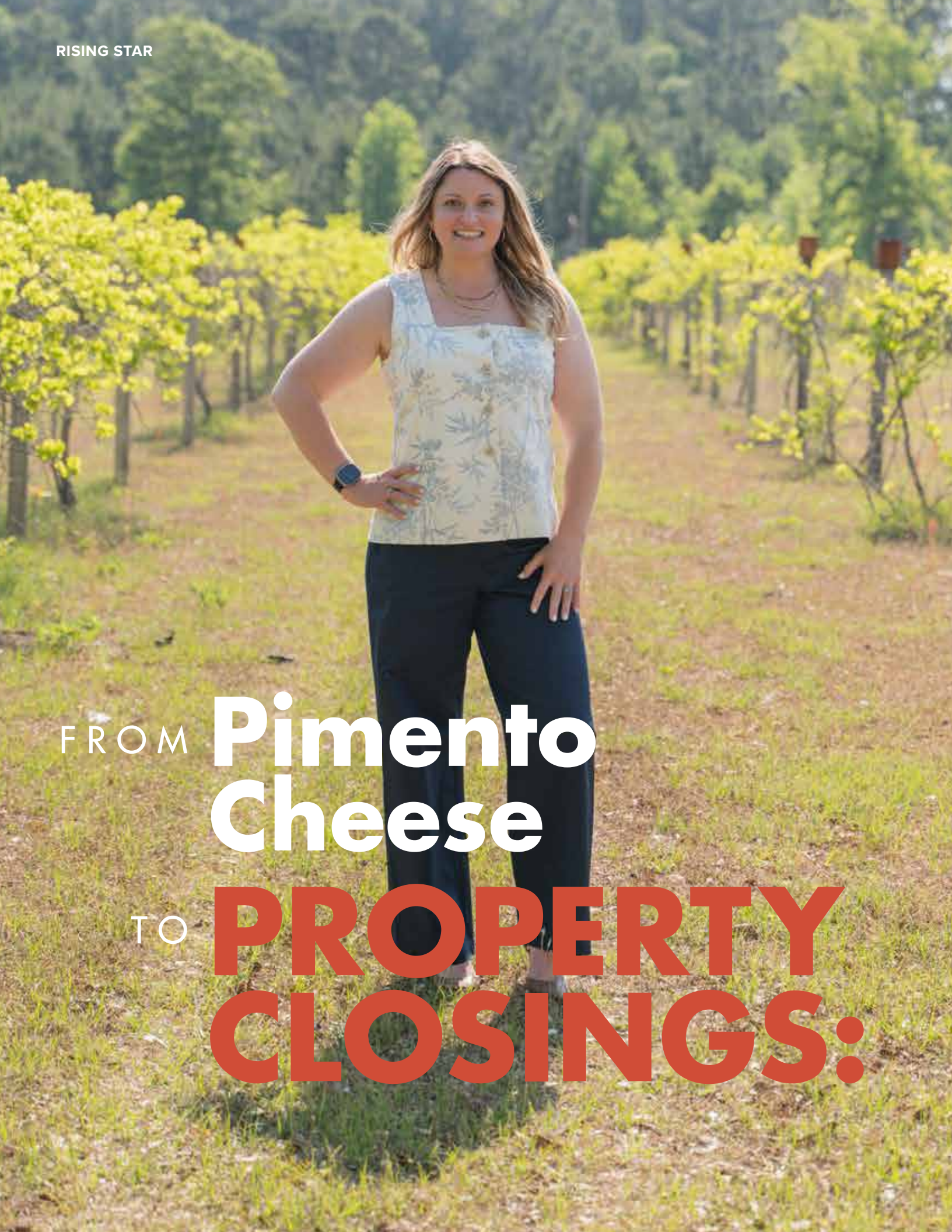
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FROM **Pimento Cheese** TO **PROPERTY CLOSINGS:**

Lael Martin's Story of Grit, Growth, & Genuine Connection

WRITTEN BY ANITA JONES
PHOTOGRAPHY BY JEREMY KIEREZ - HIGH TIDE CONTENT

Lael Martin didn't come to the Grand Strand chasing real estate. She came for family, for opportunity, and for a fresh start.

Originally from Charlotte, Lael spent the majority of her early career in restaurant management, where she focused on both service and leadership roles. These roles strengthened her communication, organization, and client service skills, which ultimately provided a strong foundation for her transition to real estate.

She relocated to the Myrtle Beach area when her husband accepted a construction job here. At the time, their son was just in kindergarten, and like so many families making a big move, they were simply figuring it out as they went.

What she didn't know then was that this next chapter would quietly lay the foundation for a career built on connection, resilience, and trust.

And oddly enough... it started with a sandwich. "I ordered a pimento cheese sandwich at Toasted in Calabash," Lael laughs. "It was the best I had ever had. I ended up working there shortly after, and I stayed from 2019 while I was building my real estate career."



That restaurant chapter would become far more meaningful than just a job. It became her community. When COVID hit, everything changed overnight. But in the uncertainty, Lael witnessed something powerful.

"We closed down, and three weeks later I started back. People couldn't find things like toilet paper, but the restaurant had it and gladly provided it to me. The community really supported us, and that stuck with me."

Lael officially got her real estate license in March of 2022, stepping into an industry she already respected from personal experience. With just under 4 years' experience, Lael closed over \$14.5 million in sales in 2025!

"I had bought two homes before with someone I loved and

trusted," she explains. "That was one of the most rewarding experiences for me. I realized I wanted to be part of that for other people, to be part of their stories." That idea, being part of someone's story, became the cornerstone of how she approaches her business today.

But the transition wasn't easy. Not even close. "I took one day off from Toasted to start real estate," she says. "My first year, I had more deals fall through than I had close."

It's the kind of honesty that not every agent is willing to share, but it's exactly what makes Lael relatable, and real.

Her restaurant customers would later become something even more significant. They became her first clients. Her first deal came from a seller referral;

someone she had met through the restaurant. A relationship built on genuine interaction, not a transaction. And that's where everything started to click.

"The number one contributor to my success has been the people I surround myself with," Lael says. "If I don't know something, my broker, Brittany Foy, does. This business isn't easy, and it's not for everyone. But having the right people around you will push you further than you think you can go."

That team support, paired with her own determination, has helped Lael grow into an agent known for her calm presence and client-first mindset. "I love taking the stress off my clients," she says. "Real estate can feel overwhelming, and my job is to make it feel manageable."

Her background in restaurant management and service plays directly into that strength. Years of fast-paced environments, problem solving on the fly, and connecting with people from all walks of life prepared her in ways she didn't fully realize at the time.

Today, those skills show up in every transaction. "Communication is everything," she explains. "Every client is different. Some need more guidance, some want efficiency. My job is to meet them where they are and help them get where they want to go."



That adaptability has become one of her greatest assets in an industry where no two days, or deals, look the same. And while she's proud of the growth she's achieved, what means the most to her isn't the numbers. It's the relationships.

"The most rewarding part of my business is when clients come back to me, or refer their friends and family," Lael says. "That level of trust means everything." It's a reflection of how she runs her business, with consistency, care, and a deep commitment to every client, regardless of price point.

"Whether it's a \$20,000 property or a \$2,000,000 property, every client gets the same level of attention from me," she says. "I want them to know they matter." That mindset extends beyond her work and into her life.

Lael and her husband, Anthony, are raising two children, Jaxon and baby Abigail, in a home filled with energy, love, and a few unexpected additions. From a pig named Daisy to a peacock named Bluey, plus cats, chickens, and ducks, it's a lively household where making memories is a top priority.

"I want my kids to grow up with a life full of love and fun," she says. "But also, to see what hard work looks like." That balance of family, faith, and ambition is something Lael carries with her daily, shaped in part by the influence of her mother, who she credits as her greatest inspiration.

"Her drive and support meant everything to me," Lael shares.



“The number one contributor to my success has been **the people I surround myself with.**”

”

"Even though she passed away two years ago, I know she would be proud of what I'm building."

That sense of purpose fuels how she shows up, not just as an agent, but as a person.

When asked how she defines success, her answer is simple, but powerful. "Success is always evolving for me," she says. "Right now, it's about continuing to grow, staying grateful, and always moving forward."

And if there's one thing she hopes people remember about her? "My faith, my authenticity, and the way I care for the people in my life," she says. "That's what matters most."

From serving sandwiches to serving clients, Lael Martin has built a business rooted in real relationships, real effort, and real heart.

And in an industry that often focuses on the finish line, she is a reminder that how you get there matters just as much. ▾





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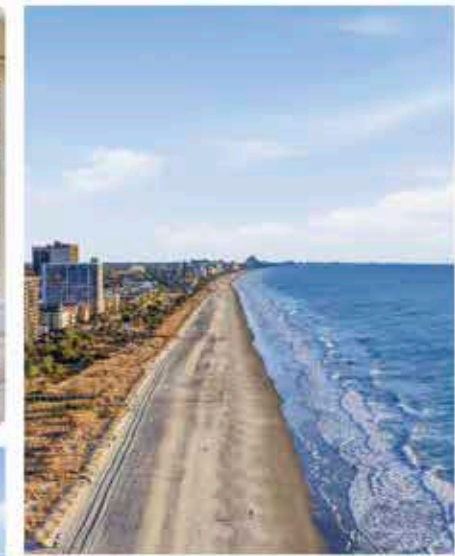
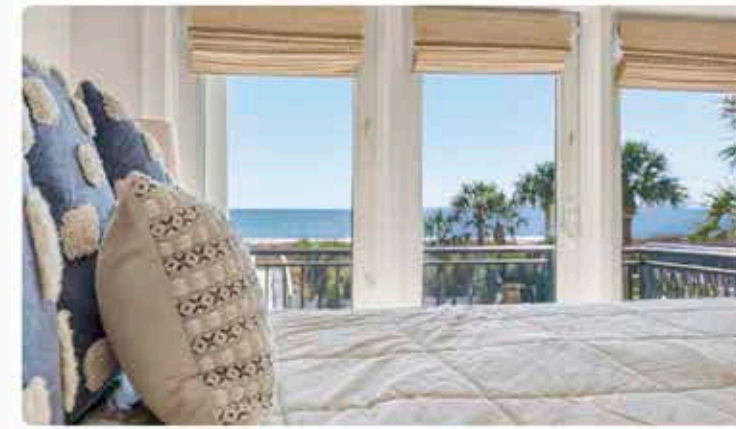
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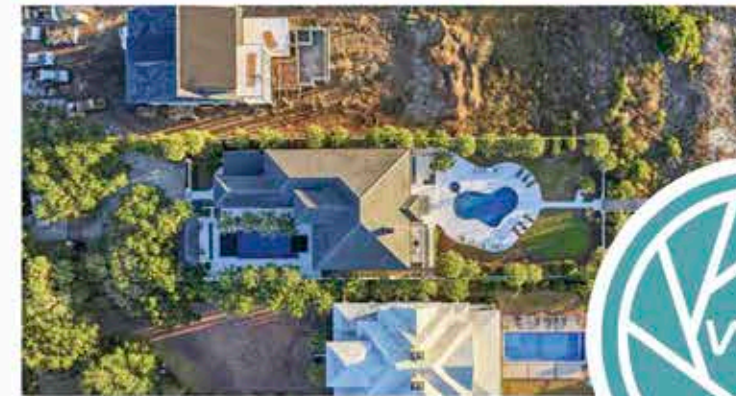


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Jessica Ross

Building More Than Transactions

WRITTEN BY ANITA JONES
PHOTOGRAPHY BY HIGH TIDE
CONTENT - ISABELA PAPAS

There's something refreshing about people who never forget where they came from. For Jessica Ross, success was never about chasing status or impressing people. It was about creating a life her children could be proud of... and proving to herself that bigger things were possible.

Born and raised in Conway, Jessica's roots run deep in South Carolina soil — fitting for someone who has now become known for helping clients buy and sell everything from single-family homes to large tracts of land across the state. But long before she was negotiating land deals, building statewide agent relationships, or helping investors secure 100-acre properties, Jessica was simply a young mom trying to figure life out.

"I worked the shifts that gave me flexibility so I could take my daughter to and from school," Jessica

shares. "Being present for her was something I was never willing to sacrifice."

At the time, she was bartending — learning skills she didn't realize would later become foundational in real estate.

"I used to think bartending wasn't leading anywhere," she says with a laugh. "But looking back, it

taught me how to navigate personalities, build relationships quickly, and earn people's trust. Those skills became the foundation of my business."

The Opportunity That Changed Everything

Real estate was never part of Jessica's original plan. But after hearing multiple people encourage her to pursue it, the idea slowly began to take

root. Then came the moment that changed the trajectory of her life. "My best friend received a promotion bonus at work and used it to pay for my real estate classes," Jessica says. "That moment meant everything to me. It was someone believing in me before I fully believed in myself."

From that point on, Jessica was driven. "I

promised myself I would do everything in my power to succeed — not just for me, but for the little girl watching me every day."

She earned her license in 2016 and quickly learned that real estate wasn't glamorous overnight success like many people assume. Her first year, she sold 12 homes. "The first few years were hard," she says honestly. "The more deals you do, the more pressure you feel emotionally. This business can be a roller coaster." But Jessica kept showing up. Consistency became her superpower.

She stayed close to mentors. She asked questions. She intentionally got into rooms with people who thought bigger than she did. "I learned early that mentorship matters," she says. "The right people can completely change the trajectory of your life and business." That mindset still shapes how she operates today.

Relationships First

Now 10 years into her career, Jessica has carved out a unique niche helping clients with land, investment properties, and residential real estate throughout South Carolina. She's also intentionally building a strong statewide referral and networking presence with agents across the market. One of her early land transactions involved nearly 100 acres — a deal that helped solidify both her confidence and expertise in larger land opportunities. But despite the growth and success, Jessica says the foundation of her business has never changed.



“Relationships have always been at the heart of how I do business,” she explains. “I’ve never believed in pushing someone into a decision because of headlines or market pressure. The right time is about the client’s timing, goals, and season of life.” That perspective has earned her trust with clients and peers alike.

To Jessica, real estate is never just about the transaction. “Whether it’s land, homes, or helping agents grow, we’re helping people build a future, a legacy, and a life they’re proud of.”

Rooted in Purpose

Jessica openly shares that one of the biggest obstacles she had to overcome was believing she was capable of creating a bigger life than the one she originally envisioned for herself.

“There was a season where money was tight, and I didn’t have a roadmap,” she says. “I had to learn through failure, through uncomfortable growth, and by continuing to move forward before I felt fully ready.”

Over time, her definition of success changed too. “At one point, I thought success was about achievement and production,” she says. “But eventually I realized success without purpose can feel empty.” Today, success looks different. “Success is building a life of purpose, freedom, and impact where the people around me rise, my work leaves a legacy, and I stay aligned with who I was created to be.” That mindset spills into every area of her life.

Family at the Center

Jessica and her husband, Bill Allen, are raising a



fun-loving, adventurous family rooted in connection and laughter. “We’re super outdoorsy,” Jessica says. “Camping, hiking, tubing down a creek — anything outside.” She laughs describing the competitive spirit she and Bill share. “We can literally make a

game out of anything.” Her daughter Ella is graduating this year and has developed a passion and talent for photography — and may even explore real estate herself someday. Meanwhile, her son Ryder, who turns 10 this year, keeps life exciting with his fearless personality and love for anything fast. “My kids changed everything for me,” Jessica says. “They became the reason I wanted to grow and become better.”

Building a Legacy

These days, Jessica feels most passionate about encouraging other agents who may still be in those hard early seasons. “I want people to understand that success isn’t glamorous most days,” she says. “There are doubts, setbacks, sacrifices, and hard seasons behind every story people admire.” But she also wants people to know that growth is possible.

“You’re not alone while building your story. The struggle often becomes part of what shapes us into who we’re meant to become.”

When asked what advice she would give to up-and-coming agents, her answer comes quickly:

“Get in rooms with people who challenge your thinking. Protect your mindset. Learn leverage early. Build relationships before you need them. And never build a business that steals your life in the process.”

At the end of the day, Jessica hopes people remember more than her production or accomplishments. “The impact I had on others,” she



Favorite Quote:

“The right ‘why’ will outlast every hard season.”

says simply. “People poured into me and completely changed the trajectory of my family’s life. I can only hope I can do the same for someone else.”

And perhaps that’s the real story here. Not just land deals. Not production. Not awards.

But a woman who took a chance on herself... because someone else first believed she could.

And now she’s doing everything she can to become that same kind of person for others. ▾



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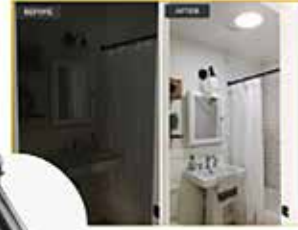


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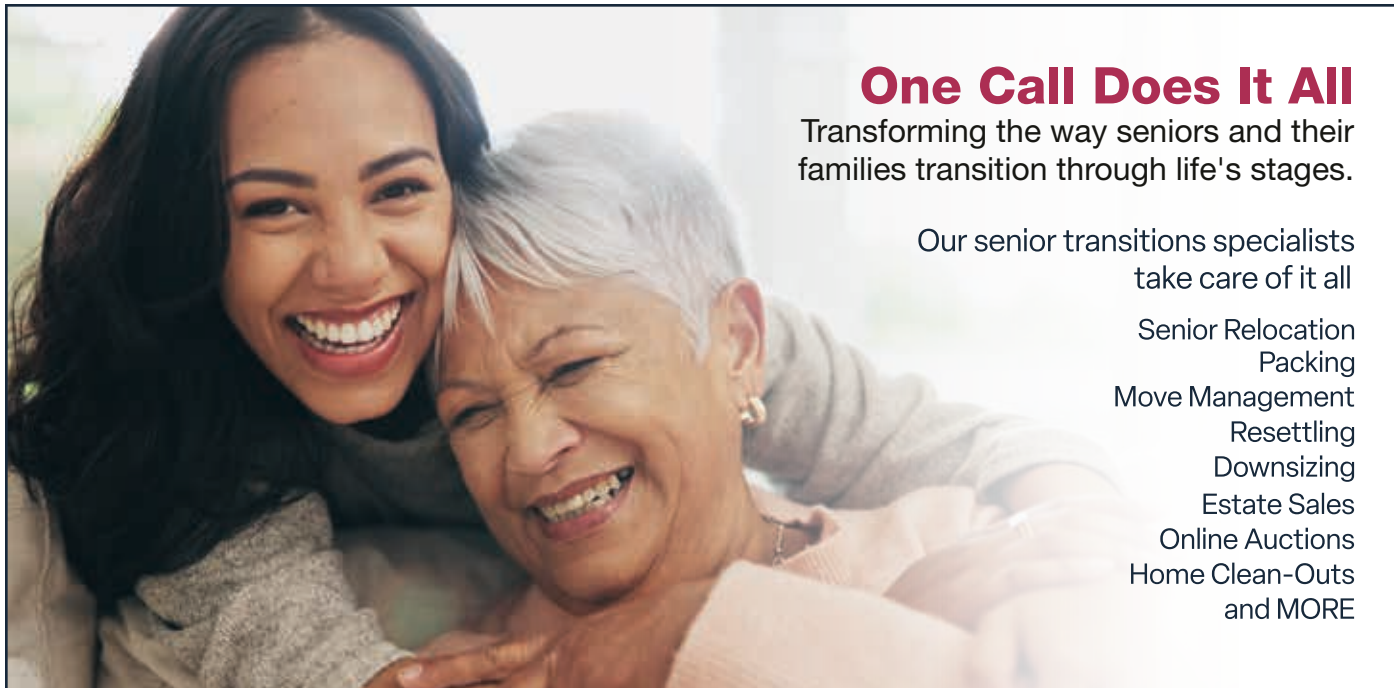


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What a grand night it was!

PHOTOGRAPHY BY TYLER GRAHAM - WESTON MEDIA

Terrazza 19 at Grande Dunes set the stage for an evening filled with elegance, great conversation, and meaningful connections. With breathtaking views of the golf course, incredible food, and a room full of the area's top REALTORS® and Preferred Partners, the atmosphere was simply electric.

Events like these remind us that Real Producers is about so much more than real estate—it's about relationships, community, and celebrating the people who make our industry extraordinary. Enjoy a look back at some of our favorite moments from an unforgettable evening!



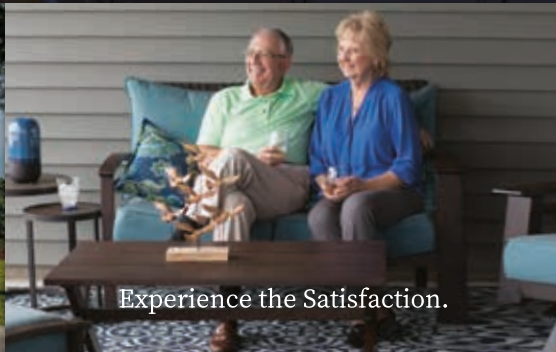
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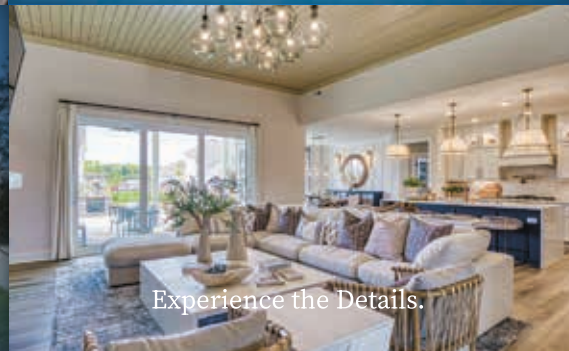
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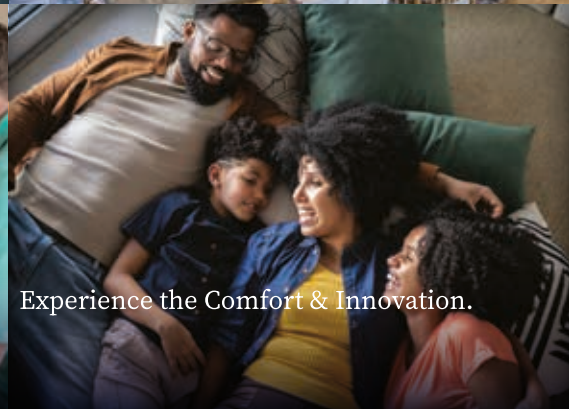
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Rivertown Property Inspections:

BUILT FOR WHAT'S NEXT

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In an industry centered around what already exists, Rivertown Property Inspections has built its reputation by focusing on what comes next.

For the team at Rivertown, a home inspection isn't just about identifying current conditions—it's about preparing clients, partners, and their own team for the future. It's a mindset that shapes how they operate, how they grow, and how they lead.

It's also the foundation of their 2026 company theme: *Built for What's Next*.

More than a phrase, it reflects a belief that progress is intentional —t hat strong companies, like strong homes, are built with purpose, strengthened over time, and designed to last.

Founded in 2013 by Justin Ferraro, Rivertown Property Inspections began with a clear mission: to help people make informed decisions about one of the biggest investments of their lives.

Justin's path to building the company was shaped long before Rivertown

began. With a strong background in construction and engineering, he also served in the U.S. Army as a Combat Engineer and Purple Heart recipient. He deployed to Baghdad for 13 months in March 2003, where he specialized in explosives and disarming IEDs.

His duties included conducting house raids targeting ISIS terrorists, performing riot control operations, and serving as a member of the Quick Reaction Force (QRF). In the QRF role, he stood ready to rapidly deploy at a moment's notice—often under intense and unpredictable conditions—to support units in combat, provide emergency assistance, secure critical areas, and respond to emerging threats.

This demanding service overseas forged a deep sense of discipline, resilience, and responsibility that continues to shape Rivertown's culture and operations today. It enables the company to

deliver fast, dependable solutions under pressure for its clients and partners.

What started as a one-man operation steadily grew through trust, consistency, and a commitment to doing things the right way.

In 2016, Elizabeth Ferraro joined the business, stepping away from her career as a trauma nurse to help lead and grow the company. Together, they built something more than a service provider; they built a company grounded in purpose, relationships, and long-term vision.

Today, that vision continues to evolve while the foundation remains the same.

Justin and Elizabeth treasure one of their greatest blessings—their family. Ethan (21), Emma (11), and Abby (6) love being part of the journey whether that's spending time in the office, attending



events, or helping their parents build a lasting legacy in the community.

At Rivertown, every inspection is approached with the understanding that a home is more than a transaction. It represents ownership, responsibility, safety, and future value. The role of the inspection is not just to evaluate the present, but to help clients move forward with clarity and confidence.

“We’re not just delivering a report,” Justin explains. “We’re helping people prepare for what’s next.”

This perspective has become a defining part of the Rivertown experience. Each inspection serves not just as a snapshot of a home’s current condition, but as a tool to help homeowners understand what comes next — whether that’s maintenance, safety, or long-term planning.



Internally, that same forward-thinking mindset drives the team.

“Built for What’s Next” isn’t just a message for clients—it’s a standard for how the company operates. It reflects a commitment to growth, professionalism, and continuous improvement.

From ongoing training to refining systems and communication, Rivertown has created an environment where development is expected and supported.

“We’re always asking how we can improve — not just as a company, but as individuals,” Elizabeth says. “Because being ready for what’s next starts with us.”

Our intentional approach has allowed the company to grow while maintaining the quality, consistency, and care it has become known for. Integrity within our reputation is a priority.

Rivertown continues to offer a comprehensive range of services, including home inspections, mold

and radon testing, sewer scopes, water testing, and more.

But what truly sets them apart isn’t just what they offer—it’s how they deliver it.

With a strong focus on communication, efficiency, and reliability, the team has built lasting relationships with agents all across the Grand Strand. The goal isn’t simply to complete inspections, but to be a trusted partner throughout the process.

Guiding it all is a set of core values known as IMPACT: Integrity, Memorable, Purpose, Appreciate, Credibility, and Team.

These values continue to shape decisions, leadership, and culture at every level of the company. “They keep us grounded,” Elizabeth says. “No matter how much we grow, we come back to those.”

Beyond the business, Rivertown’s commitment to community has become one of its most meaningful measures of success.

In 2025 alone, the company gave back more than \$20,000 in charitable contributions, supporting organizations such as Project Golf, Milestones ABA Therapy Clinic, Boys & Girls Club of the Grand Strand, Myrtle Beach Christian Church, and Backpack Buddies.

The company organized two holiday initiatives alongside Blue Star Mothers of Coastal Carolina, sending care packages to service members overseas. Through the combined efforts of their team and REALTOR® community, those initiatives generated more than \$2,500 in additional donations.

“We’ve been incredibly blessed by God in what we’ve been able to build within our community. Giving back has become one of our greatest wins; it’s a big part of why we believe He continues to allow us to grow.”

Looking ahead, that perspective remains clear. The focus is not simply on growth, but on building something stronger—investing in people, refining systems, and continuing to raise the standard of service in the industry.

Not reacting to change—but preparing for it. Not chasing trends—but building something that lasts.

Rivertown Property Inspections isn’t just focused on today. It’s built purposefully for whatever comes next.

“We are here for those preparing for their own next chapter. The team is ready to help guide the way.”



CONTACT US!

Ready to schedule your next home inspection? Give Rivertown Property Inspections a call at (843) 360-4354, text (843) 800-2320, email info@rivertowninspects.com, or fill out their online form—they’re ready when you are.

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For Palmetto Properties SC, real estate isn't simply about buying and selling homes – it's about trust, resilience, relationships, and creating opportunities for families to build their futures. Few people embody that philosophy more completely than Sam Bamrick.

BUILT BY GRIT, DRIVEN BY SERVICE

WRITTEN BY ANITA JONES
PHOTOGRAPHY BY HIGH TIDE
CONTENT · ISABELA PAPAS

A seasoned Realtor, builder, entrepreneur, and former law enforcement officer, Bamrick has built his career the same way he built homes long before entering real estate: one solid foundation at a time.

Originally from Buffalo, Bamrick's path to becoming one of the Grand Strand's respected real estate professionals was anything but traditional. Before helping families find their dream homes along the Carolina coast, he spent seven and a half years in law enforcement. That experience shaped the work ethic,

discipline, and people-first mindset that still define his business today.

"I've always been someone who believed hard work creates opportunity," Bamrick says. "No matter what industry I was in, I wanted to help people while building something meaningful."

After relocating to Myrtle Beach more than two decades ago, Bamrick followed another calling deeply rooted in family tradition: construction. Inspired by his father's background in the building industry, he immersed





That next chapter arrived when a close friend encouraged him to pursue his real estate license.

Seven years later, Bamrick has become known for bringing a unique blend of construction expertise, negotiation skill, transparency, and customer care to every transaction. His background gives clients confidence that he understands not only the market — but the actual quality and value of the homes they're purchasing.

"I'm a one-stop shop for my clients," Bamrick explains. "I help connect them with lenders, attorneys, inspectors, insurance agents — whatever they need. I want the process to feel smooth, honest, and stress-free."

himself in contracting, stucco work, spec homes, and property flipping. Over time, he developed a reputation for understanding homes from the inside out — knowledge that would later become one of his greatest advantages in real estate.

But success didn't come without setbacks.

During the devastating housing market crash of 2006–2007, Bamrick's construction company suffered a crushing financial blow after losing nearly \$500,000 in unpaid work.

"For a lot of people, that would've ended the story," he says. "For me, it forced me to reinvent myself."

And reinvent himself he did.

After weathering the collapse of the market, Bamrick transitioned into automotive management, overseeing thousands of vehicle sales at a Jeep dealership. While financially successful, the demanding schedule eventually pushed him to seek a career with greater autonomy, balance, and purpose.



That hands-on approach has become his trademark.

Whether working with first-time buyers, investors, relocating families, or clients searching for their forever home, Bamrick emphasizes consistency, communication, and rapport-building above all else. He believes relationships remain the cornerstone of long-term success in real estate.

“If I don’t know an answer, I’ll go get it,” he says. “I run my business 100 percent transparently and always with my client’s best interests in mind.”

Beyond the business side of real estate, Bamrick is passionate about mentorship and entrepreneurship. Having rebuilt his own life and career after major setbacks, he enjoys helping other aspiring professionals understand the opportunities real estate can create.

His philosophy is simple: hard work eventually pays off. That mentality extends into every part of his life.

Family remains central to everything Bamrick does. His wife, Sara, is a Sociology professor at Coastal Carolina University and serves on the board of directors for Shepherd’s Table, a



local nonprofit food pantry where she remains actively involved in day-to-day operations. Their son, Jack, recently graduated from Clemson University and now lives and works in Charlotte. When they’re not working, the Bamrick family enjoys traveling and cheering on college athletics — especially Coastal Carolina baseball.

A lifelong Buffalo sports fan, Sam also follows the Buffalo Bills and Buffalo Sabres religiously. Outside of sports, he’s an avid bourbon collector and proudly maintains an extensive vintage baseball card collection stored in an old-fashioned card catalog — a detail many clients are surprised to learn.

Despite his accomplishments, Bamrick remains grounded in the values that shaped him from the beginning: honesty, perseverance, and service. “I want to be remembered as someone who genuinely cared about helping people and always tried to do the right thing,” he says.

That commitment has become the foundation of both his reputation and his success.

And perhaps no quote captures Bamrick’s journey better than the one he lives by every day: “Every strike brings me closer to the next home run.” Babe Ruth 🍷



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