

COLUMBIA

JULY 2026

REAL PRODUCERS[®]

Karl Radley



Top Producer:
RACHELLE RAWL

Rising Star:
RICO ROBERTS

Partner Spotlight:
**GREENVILLE
REAL ESTATE
PRODUCTIONS**

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JULY 2026

HAPPY 4TH OF JULY!

Dear Columbia:

As we celebrate this 4th of July, all of us at *Columbia Real Producers* want to extend our sincere gratitude to our loyal readers, valued partners, and the incredible real estate professionals who continue to support this publication month after month. Your dedication, leadership, and commitment to excellence are what make this community so special, and we are thankful to have the opportunity to share your stories and celebrate your success.

This Independence Day carries even greater meaning as America celebrates its 250th birthday. It is a time to reflect on the values that have shaped our nation for generations—freedom, perseverance, opportunity, and community. Those same values are reflected every day in the real estate professionals throughout Columbia who work tirelessly to serve their clients, strengthen

relationships, and help families achieve the dream of homeownership.

In this month's issue, we are proud to feature **Karl Radley with Coldwell Banker Realty** as our **Cover Feature**. Karl's professionalism, leadership, and dedication to serving others continue to make a lasting impact within the industry.

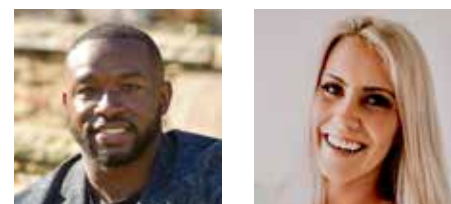
Our **Top Producer Feature** highlights **Rachelle Rawl with Property Consultants of Columbia, LLC**. Rachelle's consistency, hard work, and passion for her clients have earned her tremendous success and respect throughout the market.

We are also excited to recognize **Rico Roberts with Keller Williams Preferred** as this month's **Rising Star Feature**. Rico's ambition, energy, and commitment to growth are quickly making him a standout professional in the Columbia real estate community.

In our **Preferred Partner Spotlight**, we are proud to feature **Greenville Real Estate Productions**, whose creativity and partnership continue to support and elevate the professionals they serve.

Thank you for continuing to be part of the *Columbia Real Producers* family. We wish you and your families a safe, joyful, and memorable 4th of July as we celebrate both our nation's independence and the incredible people who make this community thrive.

Warm regards,



Robert & Sierra Smith
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TOP PRODUCER

WRITTEN BY: AMY PORTER
PHOTOS BY: KACIE WOODS
(KWOODS PHOTOGRAPHY)

Rachelle RAWL

Leading with Heart

For Rachelle Rawl, real estate has never been just about transactions, numbers, or closing deals—it has always been about people. It's about relationships built on trust, moments that shape families, and the quiet responsibility of guiding someone through one of the most important decisions of their lives. That philosophy has not only defined her career, but it has also set her apart as one of Columbia's most respected and accomplished Top Producers.

Rachelle's path into real estate was not accidental—it was built on decades of experience, discipline, and an unwavering work ethic. While attending the University of South Carolina as a sophomore, she began her career in property management, unknowingly laying the foundation for what would become a lifelong passion. Over the years, she rose through the ranks to Regional Vice President, overseeing 65 employees and managing the asset performance of twelve apartment communities. It was a demanding role, one that required constant travel and long hours, but it sharpened her business acumen and gave her a deep understanding of real estate from an operational and investment perspective.

Eight years ago, Rachelle made a life-changing decision. Stepping away from the corporate world, she joined Property Consultants of Columbia under the guidance of her longtime mentor, Susan Crosby, someone she had known for more than 30 years. That transition was about more than a career shift—it was about reclaiming balance, reducing stress, and building something more meaningful. It was, as she reflects, one of the best decisions she has ever made for both her family and her future.

Since earning her real estate license in 2018 and her broker's license in 2024, Rachelle has built a thriving business rooted in both expertise and authenticity. With a career volume exceeding \$64 million and over \$8.7 million in production last year alone, her success is undeniable—but what truly defines her is how she achieves it.



Her business is driven almost entirely by relationships: tenants she has helped over the years, investors who trust her insight, and fellow Realtors who rely on her expertise in property management and investment analysis.

At Property Consultants of Columbia, Rachelle operates in a unique and powerful niche. She has seamlessly blended her 37 years of property management experience with real estate sales, offering clients a true full-service experience. From identifying high-performing investment properties to managing them throughout ownership and eventually assisting with their sale, she provides a level of continuity and guidance that is rare in the industry. For investors, she is not just an agent—she is a long-term partner in building wealth.

Her approach is both analytical and deeply intuitive. When working with investors, Rachelle studies rental markets, operating costs, and long-term performance with precision, always seeking opportunities that will

maximize return. But when working with buyers, especially first-time homeowners, she leads with empathy. She listens first—taking the time to understand not just what her clients want, but what they truly need. She walks alongside them, step by step, transforming what can feel like an overwhelming process into one filled with clarity and confidence.

It is in those moments—especially with first-time buyers—that Rachelle finds her greatest fulfillment. She recalls recently helping two young couples, children of close friends she has known for years, purchase their first homes. Guiding them through the process, teaching them how to navigate financing and negotiations, and ultimately watching them receive their keys was more than a professional milestone—it was personal. “On closing day,” she shares, “I felt like a proud mother.” It's that level of care and connection that turns clients into lifelong relationships.

Behind her success is also a story of resilience. Rachelle has navigated profound personal challenges while building her business—losing her ex-husband, supporting her daughters, and stepping into the role of caregiver for her former mother-in-law. Through it all, she has remained steadfast, showing up for her family and her clients with strength, grace, and determination. Those experiences have not only shaped who she is as a person, but also how





she serves others—with compassion, patience, and a deep understanding of life’s complexities.

Family remains at the center of everything she does. Whether it’s time spent in the kitchen dancing and cooking with her husband Michael and her daughters, Addison and Anselle, or cherished traditions like Black Friday trips filled with music and laughter, Rachelle finds joy in the moments that matter most. She is a proud mother, a devoted wife, and the kind of person who creates connections wherever she goes—even within her “house divided” between University of South Carolina and Clemson loyalties.

At the heart of that family is her 88-year-old mother, Joan Tucker—a 4’10” firecracker from Queens, New York, who Rachelle proudly calls her



Favorite Quote

“Clear to Close”

greatest role model and best friend. Joan still drives, goes to the gym three days a week, and shares a love of gardening with Rachelle, a simple yet meaningful tradition that reflects the strength and vitality she brings to their lives. As the true matriarch of the family, her presence has been a gift—not only to Rachelle, but to her daughters as well, who had the rare privilege of growing up with their “Mema” in the home. It’s a bond that has shaped their family in immeasurable ways and one Rachelle holds especially close to her heart.

Outside of real estate, she finds balance in the outdoors—cycling through quiet country roads, hiking to waterfalls, and embracing the peace that nature provides. She also treasures time with her close-knit group of friends, a bond that has remained strong for nearly three decades. These moments of connection and renewal fuel the energy she brings into her business every day.

Rachelle’s success is not defined by accolades or volume alone—it is defined by purpose. To her, success is about living a life of balance, growing professionally while staying grounded in the relationships that matter most. It’s about showing up consistently, leading with integrity, and never losing sight of the people behind every transaction.

Looking ahead, Rachelle doesn’t see real estate as something she will one day step away from. Instead, it is a career she plans to continue for as long as she is able—evolving, growing, and continuing to serve the clients who place their trust in her. Because for her, this isn’t just a profession—it’s a calling.

In an industry often driven by numbers, Rachelle Rawl stands out for something far more meaningful. She leads with heart. She builds with integrity. And above all, she puts people first—a legacy that will undoubtedly define her for years to come. 🏡

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SCAN FOR AN INSTANT QUOTE



Karl Radley

BUILT ON PURPOSE, DRIVEN BY PEOPLE

WRITTEN BY: AMY PORTER
PHOTOS BY: CHELSEA MARNE
PHOTOGRAPHY (CHELSEA MARNE)

In an industry often defined by numbers, rankings, and rapid transactions, Karl Radley stands apart - not because of the impressive milestones he has achieved, but because of the quiet, unwavering principles that guide him every single day. A dedicated Realtor® with Coldwell Banker Realty since earning his license in 2016, Karl has built a career that reflects far more than sales volume. It reflects growth, resilience, and a deep-rooted commitment to people. Describing himself simply as hardworking, caring, and always striving to be the best version of himself, Karl embodies a grounded authenticity that resonates with everyone he encounters clients, colleagues, and friends alike.

Karl's path into real estate wasn't paved with certainty. In fact, it was quite the opposite. After high school, unsure of what his future held and admittedly not the strongest student, he chose to serve his country in the Coast Guard, an experience that would shape his discipline and perspective, but not define his long-term career. When his service ended, Karl found himself at a crossroads, navigating uncertainty and questioning what success might look like for him. Real estate wasn't a carefully calculated decision; it was a leap of faith. Drawn to the opportunity to help others while building something of his own, he entered the industry with a "sink or swim" mentality and he chose to swim.

From the very beginning, Karl committed to carving his own path. Starting as an independent agent with Russell and Jeffcoat, which soon became part of Coldwell Banker Realty, he found an environment that allowed him to grow while maintaining his independence. That foundation, paired with the opportunity to work alongside Great Southern Homes, helped shape his understanding of both resale and new construction markets. Over the past nine

years, Karl has developed a well-rounded expertise, specializing in listings, resale properties, and new construction all while building a business rooted in relationships rather than transactions.

Perhaps one of Karl's greatest strengths and the cornerstone of his success is his ability to truly listen. In a world where checklists often dictate the home-buying process, Karl takes a different approach. He listens not just to what his clients say, but to what

they reveal through their stories, their experiences, and their emotions. By putting himself in their shoes, he gains a deeper understanding of what "home" truly means to them. This level of care transforms the experience from a simple transaction into a meaningful journey one that leaves a lasting impact long after the closing table.

Over the past five years alone, Karl has closed an impressive \$81 million in volume, with \$14 million achieved in the last year.



Yet, what is most striking is not the numbers themselves, but his perspective on them. Early in his career, Karl admits he was focused on production and rankings, chasing the metrics that often define success in the industry. But over time, his mindset shifted. Today, his focus is singular and intentional: do the absolute best job possible for every client. In doing so, the results naturally follow. It's a philosophy that has not only elevated his business but has also cultivated a loyal network of clients who have become lifelong friends. With the majority of his business now coming from referrals, Karl's work stands as a testament to the power of genuine relationships.

Behind every successful individual is a story of influence, and for Karl, mentorship played a pivotal role. Early in his career, Phillip Jenkins provided guidance, wisdom, and support that proved invaluable.



With over two decades of experience, Phillip helped Karl navigate challenges, refine his negotiation skills, and approach unfamiliar situations with confidence. That mentorship gave Karl something incredibly powerful: the ability to learn and grow without having to rely solely on trial and error. It also instilled in him a deep appreciation for collaboration and the importance of those who work behind the scenes to make every transaction possible.

But if there is one defining force in Karl's journey, it is his family. His wife, Taylor, is not only his partner in life

but also his greatest source of encouragement and belief. At a time when Karl was still finding his footing, it was Taylor's unwavering faith in him that ignited a shift in mindset helping him realize that success was not only possible, but within reach. That belief, combined with the responsibility and joy of becoming a father to their son Wayne, transformed everything. No longer working solely for himself, Karl found a deeper purpose. Wayne, with his vibrant personality and boundless energy, is the light of their lives and a constant reminder of why Karl strives to be better every day.



IT'S NOT ABOUT CHASING THE NEXT DEAL;
IT'S ABOUT CONTINUING TO SERVE, TO
CONNECT, AND TO GROW ALONGSIDE
THE PEOPLE HE WORKS WITH.



Favorite Quote

Love many, trust few and always paddle your own canoe.

Family is at the heart of everything Karl does. Whether they're traveling, exploring new experiences, or making frequent trips to Disney World, the Radleys embrace life together with enthusiasm and joy. From rodeos to monster truck events, their shared adventures reflect a life filled with laughter, connection, and meaningful moments—values that seamlessly extend into Karl's professional world.

As he looks to the future, real estate is no longer just a career for Karl it is a way of life. Built on relationships,

trust, and authenticity, his business has evolved into something that feels both natural and deeply fulfilling. It's not about chasing the next deal; it's about continuing to serve, to connect, and to grow alongside the people he works with.

When asked to define success, Karl's answer is both simple and profound: being happy, being comfortable, and knowing that the people he cares about feel the same. It's a definition that speaks volumes about who he is not just as a Realtor®, but as a person.

For those looking to follow in his footsteps, Karl offers advice that reflects both humility and wisdom: never try to succeed alone. In an industry filled with moving parts, he emphasizes the importance of understanding and appreciating every professional involved in a transaction. From lenders to attorneys to support staff, these individuals are the true MVPs, the ones who help make agents look their best. Recognizing their value, fostering those relationships, and never losing sight of teamwork is what sustains long-term success.

At his core, Karl Radley is driven by a simple yet powerful philosophy: take care of those around you, do a good job, and everything else will follow. It's a mindset that has guided him from uncertainty to achievement, from self-doubt to confidence, and from transactions to lasting relationships.

And when all is said and done, how does he hope to be remembered?

Not for the volume. Not for the accolades.

But for something far more meaningful—being a kind person who was always willing to help others.

Because in the end, that is the true measure of success. ▣

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REAL ESTATE PRODUCTIONS (GVL REP)

Greenville Real Estate Productions (GVL REP) continues to redefine modern real estate marketing across the Upstate through elevated visual storytelling, strategic branding, and high impact digital marketing solutions. More than a media company, GVL REP operates as a full service real estate marketing agency, helping agents, teams, and industry professionals build recognizable brands both online and within the marketplace.

Founded by Lucas Bowens, GVL REP specializes in luxury real estate photography, cinematic video production, aerial drone coverage, social media marketing, personal branding, content strategy, 3D tours, floor plans, and custom marketing campaigns designed to help real estate professionals elevate their presence and distinguish themselves in a competitive industry.

“We’re not just creating content for listings, we’re helping agents build brands people remember,” said Bowens. “Our focus is long term growth, elevated marketing, and creating a presence that positions our clients at a higher level.”

Known for its refined aesthetic and hands on client experience, GVL REP has become a trusted creative and marketing partner for many of the region’s top performing real estate professionals. By blending cinematic visuals with intentional branding and strategic social media marketing, the agency helps clients market with confidence while building stronger connections with today’s digital first audience.



CONTINUED ►

“SHOW IT LIKE IT DESERVES TO BE *seen.*”

GVL REP's growing influence has led to opportunities beyond media production, including being selected to capture and speak at the Southeast's Real Estate Expo, further establishing the company as a leader in modern real estate marketing.

Guided by the philosophy, "Show it like it deserves to be seen," every project is approached with creativity, precision, and intention, whether launching a personal brand, marketing a luxury property, or developing a stronger digital presence for industry professionals.

Built with vision alongside his wife and creative partner, Keke, Lucas continues to shape GVL REP into more than a marketing

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From FIRST DEAL to FEARLESS DRIVE

From First Deal to Fearless Drive: The Rise of Rico Roberts

In an industry where many spend years searching for their rhythm, Rico Roberts has wasted no time establishing his own unmistakable cadence—one built on energy, discipline, and an unwavering belief in what’s possible. As a rising force with Keller Williams Preferred, Rico brings a presence to the real estate world that is both magnetic and deeply intentional. Describing himself as passionate, high-energy, and hard-working, those qualities are not just words—they are the fuel behind a business that has already generated over \$13.5 million in career production since earning his license in August 2023, including an impressive \$6.8 million in 2025 alone. But numbers only tell part of the story. What truly defines Rico is the journey behind them—the risks he took, the belief he had to build, and the lives he continues to impact along the way.

Before real estate, Rico spent nearly a decade in Corporate America, following a path that, while stable, never quite aligned with the vision he had for his life. Even then, he felt the pull toward something greater. That calling began to take shape early, as he started investing in real estate at just 22 years old. It wasn’t long before he realized that real estate wasn’t just an investment vehicle—it was an outlet for creativity, connection, and purpose.

“I look at real estate like an art,” he shares, a perspective that is evident in the way he approaches every client interaction. For Rico, it’s not just about properties—it’s about people, emotions, and the transformative power of homeownership.

Like many rising stars, Rico’s journey was not without its defining challenges. In fact, one of his most pivotal moments came at the very beginning. It took him seven months to close his first deal—seven months of uncertainty, financial pressure, and the very real question of whether he would need to return to the corporate world he had left behind. But instead of retreating, Rico leaned in. He committed to learning, spending his first four months mastering the fundamentals—how to communicate, present himself, and operate like a top professional. He practiced scripts, attended coaching daily, and built the foundation that would ultimately carry him forward. When that first closing finally came, it wasn’t just a transaction—it was confirmation. He had found exactly where he was meant to be.

From there, momentum followed discipline. As a solo agent from 2023 through late 2025, Rico built his business on consistency and systems, with open houses serving as the cornerstone of his growth. His approach is simple, yet powerful: show up every day, do the work, and trust the process. That philosophy has translated into an extraordinary 98% conversion rate with buyers—something he attributes to his intentional, consultative approach. By sitting down with clients first and truly understanding their needs, he creates an experience that is both personal and effective. It’s a method that turns transactions into relationships and clients into lifelong advocates.

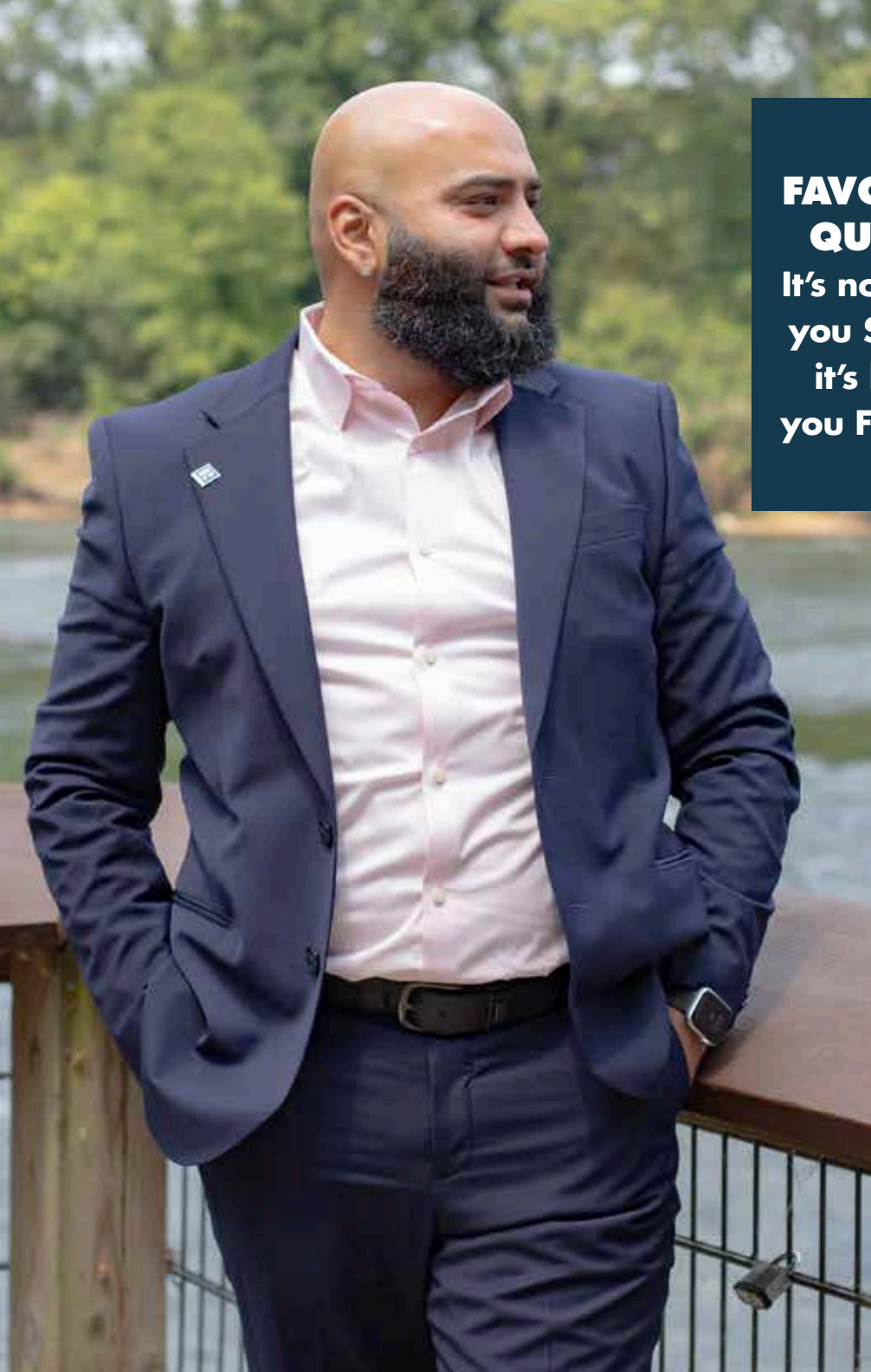
In October 2025, Rico took another strategic step forward, joining the Meade Team within Keller Williams Preferred. For him, the move wasn’t just about growth—it was about leadership.

With his sights set on building and leading his own team in the future, he recognized the importance of learning from those who have already paved the way. That same mindset—studying the best while staying true to his own unique style—has become a defining trait. As he puts it, “Don’t reinvent the wheel... just put your Ferrari engine in it.” It’s a philosophy that perfectly captures his blend of humility and ambition.

Yet beyond the production, the systems, and the strategy, what stands out most

about Rico is the heart behind his work. He recalls a moment that encapsulates his “why”—sitting across the table from both a 70-year-old woman and a 20-year-old man, each purchasing their first home, each believing it might never be possible. “When you educate clients and show them the possibility... it doesn’t get any better,” he says. It’s in those moments that Rico’s impact becomes clear. He isn’t just selling homes—he’s opening doors to new chapters, new opportunities, and new belief in what can be achieved.





FAVORITE QUOTE
It's not how you START, it's how you FINISH.

for others. From flipping homes to new construction projects, he is actively shaping the communities he serves while positioning himself for long-term growth. But even as his business scales, his definition of success remains grounded: consistency, discipline, and impact. It's about building something sustainable, something meaningful,

and something that brings others along for the journey.

As a Rising Star in *Columbia Real Producers*, Rico Roberts embodies what it means to build a business the right way—from the ground up, with grit, systems, and heart. He is proof that success is not about how you start, but how you finish. And if his trajectory is any indication, Rico is just getting started. ▾

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That same commitment to impact extends beyond his business. Deeply invested in his community, Rico supports Richland Northeast High School, volunteers at local shelters, and dedicates time to feeding the homeless. At home, his motivation is even more personal. With his growing family—his partner and their 10-month-old daughter, Zoey, with another child on the way—he is building not just

a business, but a legacy. Whether it's spending time with his daughter watching her favorite shows or dreaming about the future he's creating for his family, everything he does is rooted in purpose.

Looking ahead, Rico's vision is clear. Real estate is not just his career—it is the vehicle through which he plans to build, invest, lead, and create opportunities

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