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the Rise
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Contents

PROFILES



14 Uriel Salas

IN THIS ISSUE

- 6 Preferred Partners
- 8 Meet the Team
- 10 Publisher's Note
- 14 On the Rise: Uriel Salas
- 24 Ask the Expert: Reborn Roofing
- 30 Cover Story: Sam White



30 Sam White
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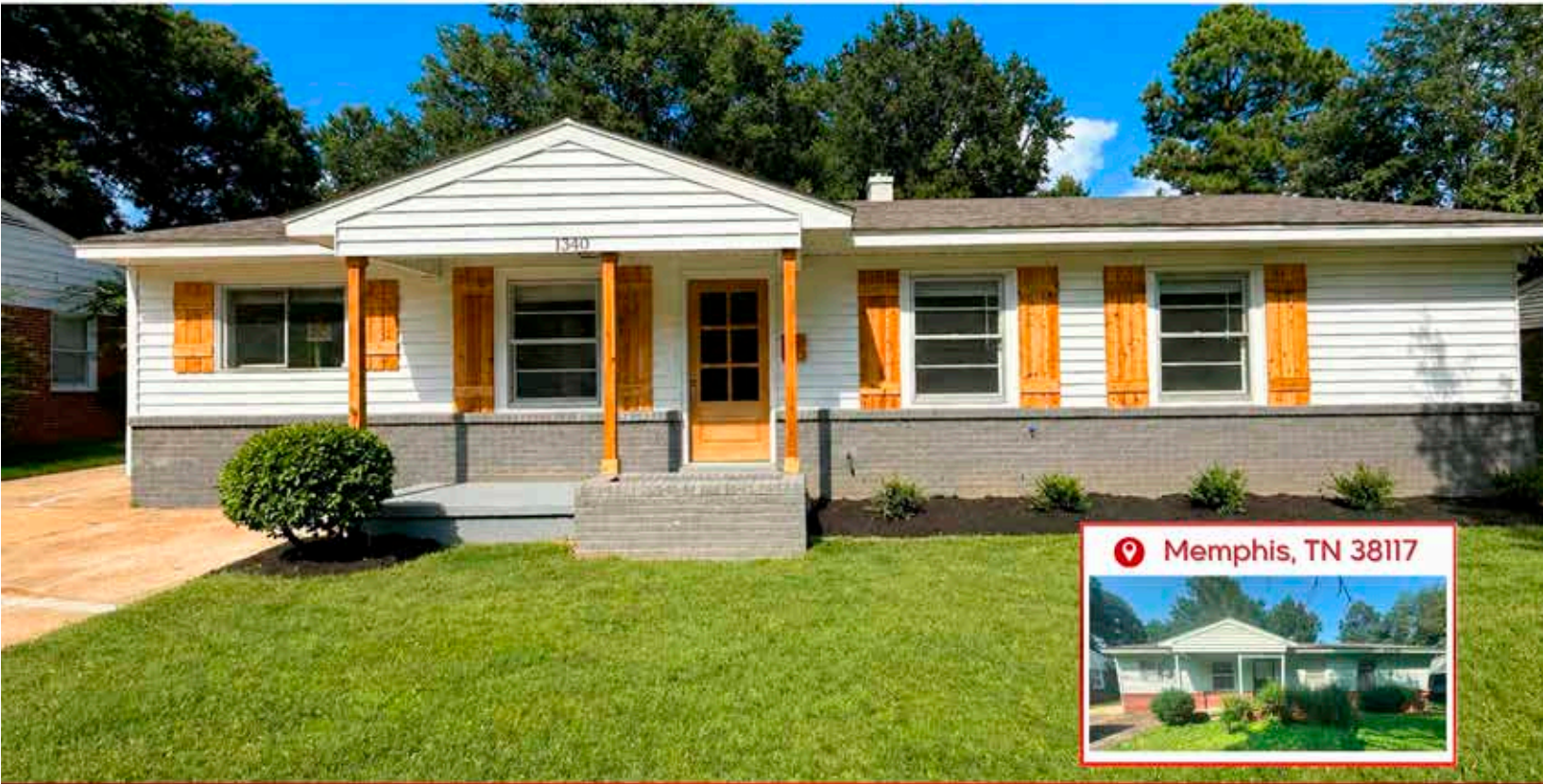
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MID-YEAR CHECK-IN

It's hard to believe we're already halfway through the year.

January feels like yesterday, yet six months have come and gone. At the beginning of the year, many of us set goals, created plans, and envisioned what success would look like by year's end. Now, standing at the midpoint, it's a good time to pause and ask a few important questions:

What's working? What's not? Am I building the business I intended to build, or am I simply staying busy? Who am I becoming in the process?

These questions matter because success is rarely the result of one big decision. More often, it's the result of small choices made consistently over time. The habits we develop, the relationships we invest in, and the opportunities we pursue all have a way of compounding.

As I've reflected on the first half of this year, I've

been reminded how many opportunities begin with something simple: showing up. A conversation at an event. A new relationship. A fresh perspective. A referral partner. A chance encounter that opens a door you never expected.

Many of the best things in business, and in life, happen because we put ourselves in places where connection is possible.

Showing up doesn't guarantee success, but it creates opportunities for success. You can't build relationships with people you've never met or learn from conversations you've never had. In a world that is increasingly digital, there is still tremendous value in being present, engaging with others, and investing in genuine relationships.

That's one of the reasons our theme this year is *Collaboration Builds Community*. Community doesn't happen by accident. It's built intentionally... one conversation, one

introduction, and one relationship at a time. The strongest communities are formed when people choose to engage, encourage, and support one another.

I've had the privilege of watching this happen throughout our Real Producers community. I've seen agents connect with trusted partners, friendships develop, ideas exchanged, and opportunities created. Time and again, I've been reminded that growth rarely happens in isolation. The most successful people I know continue to learn from others, invest in relationships, and show up consistently.

As you look ahead to the second half of the year, I'd encourage you to take inventory, not just of your numbers, but of your relationships. Who are you learning from? Who are you investing in? Where might you need to show up more consistently? The answers to those questions may have a greater impact on your future

than any business plan or marketing strategy.

The second half of the year doesn't require a complete reinvention. Sometimes it simply requires a renewed commitment to the things that matter most. Be present. Be intentional. Keep showing up.

Here's to a strong second half of the year—and to continuing to build a community that connects, elevates, and inspires. Together, we go farther.



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The Difference Understanding Makes

WRITTEN BY JEFF WHITE
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How **URIEL SALAS** Built a Career on Trust, Transparency, and Understanding

Ask Uriel Salas what matters most in a real estate transaction, and he won't start by talking about houses. He'll talk about understanding. Understanding the process. Understanding the options. Understanding the decisions that can impact a family's future.

It's a lesson he learned long before he ever became a Realtor, and one that continues to shape the way he serves clients today.

Today, Uriel is one of the top-producing agents in his office at United Real Estate Mid-South, earning Top Sales Volume and Top Producer honors in 2025. Yet if you ask him what he's most proud of, the conversation quickly shifts away from numbers and toward people.

Because for Uriel, real estate has never simply been about transactions. It's about helping families move forward with confidence. As the son of Mexican immigrants, Uriel grew up watching sacrifice unfold in real time. His parents came to the United States seeking opportunities they hoped would create a better future for their family. Like many immigrant families, they worked long hours and made significant sacrifices to create opportunities for their children.

"When you're younger, you don't really understand everything your parents are doing for you," Uriel says. "As I've gotten older, I've realized how much they sacrificed to give us opportunities."

Those lessons stayed with him.

So did another experience that would eventually influence the course of his life. Years ago, Uriel watched his family

work through a real estate transaction that highlighted just how overwhelming the process can be when people don't fully understand the language, paperwork, or decisions involved.

The experience stayed with him. It taught him that buying or selling a home isn't just about signing documents. It's about making sure people truly understand the choices in front of them.

The experience left him with questions that lingered long after the transaction ended. Had everything been explained clearly? Did his family fully understand their options? Did they know the right questions to ask?

"It really opened my eyes to how important it is for people to understand what's happening during a transaction," he says.

At the time, he had no idea those questions would eventually influence the direction of his career. After moving to Memphis in 2006, Uriel spent years working a variety of jobs while searching for the right career path. He worked in everything from retail and restaurants to roofing and insurance. Each role taught him something about responsibility,

perseverance, and people. But he never stopped looking for ways to grow.

"I've always wanted to challenge myself," he says. "I've always felt like I could do more."

That mindset eventually led him to real estate.

In 2018, Uriel earned his real estate license and stepped into an industry where success is built one relationship at a time. Like many new agents, he quickly learned that passing the exam was only the beginning. There were contracts to understand, negotiations to navigate, and countless situations



that simply couldn't be taught in a classroom. Uriel credits mentor Ruben Lopez with helping him navigate those early years and build confidence as a new agent. Then came an opportunity he still talks about today.

His first listing came from his seventh-grade reading teacher. For a new agent with no track record and very little experience, it was an incredible vote

Those principles have helped Uriel build a thriving business throughout the Mid-South. When asked what he enjoys most about the business, his answer always comes back to people. "I love helping people accomplish something they didn't think was possible," he says.

Many of the families he serves are Hispanic homebuyers and sellers



of confidence. Out of all the agents she could have called, she called him. "It meant everything to me," Uriel says.

"Someone who had known me for years believed in me enough to trust me with something that important."

That experience reinforced a lesson he has never forgotten. Relationships matter. Trust matters. People remember how you make them feel.

navigating one of the biggest financial decisions of their lives. While being bilingual certainly helps, Uriel believes his greatest responsibility goes beyond language.

He's helping people understand a process that can often feel intimidating. He's helping them make informed decisions. And he's helping them move forward with confidence. In many ways, those responsibilities feel personal.

He understands what it's like when families are unsure of what comes next. He understands how overwhelming contracts and legal documents can feel. Most importantly, he understands the value of having someone willing to slow down, explain the details, and advocate for their best interests.

That's why transparency remains one of the defining characteristics of his business. Ask Uriel what he hopes clients would say about him after a transaction, and his answer comes quickly.

"Honest. Committed. Transparent." Those aren't just words to him. They're standards. They've helped him build a business fueled largely by referrals from past clients who trust him enough to recommend him to friends and family.

Interestingly, Uriel doesn't fit the stereotype many people have of a top-producing Realtor. "I'm actually pretty introverted," he says with a laugh. Rather than drawing energy from crowds, he values listening. He believes that tendency has become one of his greatest strengths because understanding clients begins with hearing their concerns. As he's grown older, Uriel has developed an even deeper appreciation for the journey his parents took and the opportunities their sacrifices created. Their example continues to influence the way he approaches both life and business:

Work hard. Keep growing. Don't quit. Serve people well.

Ask Uriel how he hopes clients remember him, and his answer is simple: Honest. Committed. Transparent. Those values have become the foundation of a business built largely through referrals and relationships.

For Uriel, success isn't about recognition. It's about helping people understand their options, make informed decisions, and move forward with confidence.

After watching his own family navigate uncertainty years ago, that's a responsibility he never takes for granted. ■

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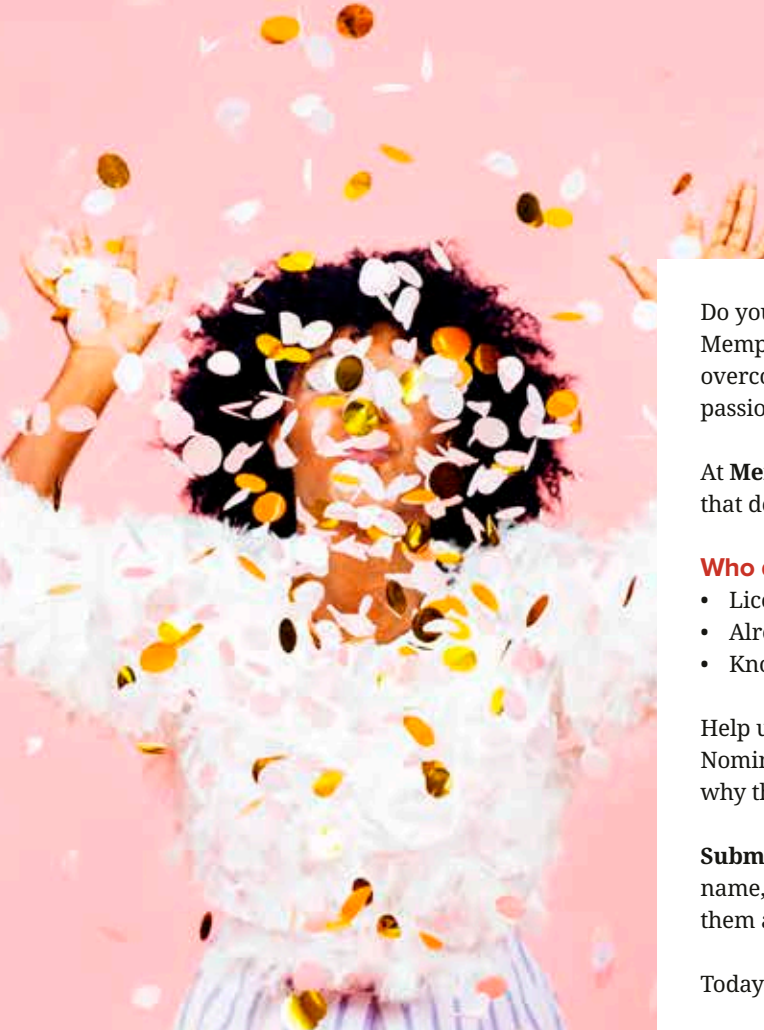


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BY KEN COPE W/ REBORN ROOFING



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These warranties only cover the time period in which the shingle manufacturers will cover the cost of new shingles if manufacturing defects are discovered. Shingle warranty claims are rare because for the most part, shingles don't have manufacturing defects.

So how long should a new roof last?
Many factors determine a new roof's lifespan. For instance, thinner three-tab shingles will not last as long as thicker architectural shingles. Attic ventilation determines how long a new roof will last. A poorly ventilated attic degrades shingles faster than a properly ventilated one. In the Midsouth we find that most roofs with three-tab shingles will last from 15-20 years. Roofs with quality architectural shingles should last somewhere between 18-25 years.

What are some ways I can ensure my roof lasts as long as possible?
Have your roof professionally inspected at least every two years and after every major storm. Most homeowners think that if their roof is 10 years old or less, they don't have anything to worry about. However, every roof ages differently. Flashings become unsecured, sealants on nail heads wear off, and leaf debris gets stuck in valleys and against walls. All these factors create risks of leaks. And the cost to repair these minor issues is much less than replacing drywall and floors when a leak occurs.

How much does a new roof cost?
There is no simple answer to this question. The cost of a roof depends on how steep the slopes are, how many square feet of roof surface there are, and other factors such as wall flashings and pipe flashings. The heated square footage of a home has no bearing on the cost of a roof replacement. To provide an accurate estimate for a roof replacement the roof size, pitch, facets, and other factors must be inspected and measured for accuracy.

Reborn Roofing & Roof Maxx is a relationship-driven roofing company serving the Mid-South with a commitment to honesty, service, and long-term solutions. Unlike many roofing contractors who focus solely on replacements, owner Ken Cope and his team provide unbiased roof

assessments and offer innovative options like Roof Maxx treatments, which can extend the life of existing shingles for a fraction of the cost of a new roof. Whether handling repairs, replacements, or preventative maintenance, Reborn Roofing is known for doing what's right for the customer—not just what generates the biggest sale. Trusted by realtors, property managers, insurance professionals, and homeowners alike, the company has built its reputation on integrity, exceptional customer service, and a genuine desire to make a positive impact in the community.



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The Heart of Harbor Town

How **SAM WHITE** Turned A Love of Community Into A Life And Career

PHOTOS BY FAYDRA FOSTER



Every morning, Harbor Town wakes up a little differently than most neighborhoods. Neighbors wave from front porches, dog walkers stop to chat, and familiar faces gather at local restaurants and coffee shops while the Mississippi River quietly frames it all. It feels less like a neighborhood and more like a small town.

That's exactly why Sam White loves it.

On many mornings, she's walking those same streets with her Jack Russell Terrier, Boucher, greeting neighbors and catching up with friends along the way. For Sam, Harbor Town isn't simply where she lives. It's where she belongs. And helping other people find that same sense of belonging has become the foundation of both her life and her career.

Memphis Through and Through

Long before she became a Realtor with Crye-Leike Realtors, Sam was a Memphian through and through. She grew up in a family that owned the well-known Superlo Foods grocery stores, attended White Station High School, and developed a deep appreciation for the city she still proudly calls home today.

Ask Sam what she loves most about Memphis, and her answer isn't centered on landmarks or attractions. It's the people.

"It's a small town with big-city benefits," she says.

Like any city, Memphis has its challenges. Sam doesn't shy away from that reality. But she also sees something many outsiders may miss - a city filled with people who care deeply about their community and about one another. She sees neighborhoods with personality, history that matters, relationships that endure, and a spirit that keeps drawing people back. It's why she has never wanted to call anywhere else home.

A New Beginning

Real estate wasn't part of some carefully crafted career plan. Like many successful agents, Sam arrived in the industry by way of a winding road. Before real estate, she worked at Newby's, sold radio advertising at Rock 103, owned a T-shirt company, and raised two awesome daughters. Looking back, each experience taught her something valuable about people, relationships, and perseverance.

When she entered real estate, she quickly realized it was the perfect blend of everything she enjoyed most. Today, she laughs when she thinks back to why she got started in real estate. At the time, it just looked like it might be fun. She had no idea it would become a career she would build her life around.

What began as a curiosity soon became much more.

“

I feel honored to be their introduction to Memphis.”





Early in her career, she had the opportunity to learn from respected Memphis real estate professionals, including Laura Lovelace and John Linthicum. Their mentorship helped shape her approach to the business and reinforced the importance of relationships in building a successful career. The lessons stuck.

To this day, Sam believes real estate is ultimately about people. The homes matter. The contracts matter. But the relationships matter most.

An Ambassador for Memphis

Over the years, Sam discovered one of the things she loves most about her profession: she gets to introduce people to Memphis.

Many of her clients relocate from other cities and states for opportunities with organizations like St. Jude Children's Research Hospital, FedEx, and Memphis's growing medical community. For many of them, Sam becomes one of the first people they meet.

She doesn't take that responsibility lightly.

Every city needs ambassadors - people who know its strengths, acknowledge its imperfections, and love it enough to tell its story. Sam has become one of those people.

"I feel honored to be their introduction to Memphis," she says.

Helping newcomers find a home is important. Helping them find a community is even better. Whether she's sharing favorite restaurants, introducing someone to a neighborhood, or helping a family feel comfortable in a new city, Sam understands that her role extends far beyond real estate. She's helping people build a life.

The Heart of Harbor Town

Before Harbor Town became the center of her business, it became the place she chose to call home. Nestled on Mud Island, Harbor Town offers something increasingly difficult to find in modern life: connection. The neighborhood attracts a diverse mix of residents - young professionals, medical students, families, empty nesters, and retirees. Many aren't originally from Memphis, creating a community that feels both welcoming and inclusive.

For Sam, it represents everything she loves about city living: walkable streets, front porches, neighborhood gatherings, and people who genuinely know one another.

Community."It's just a special place," she says.

Today, Sam has become one of Harbor Town's biggest champions. Her enthusiasm is contagious, and her knowledge of downtown Memphis and Harbor Town has made her a trusted resource for not only sellers, but for buyers looking for more than a home. They're looking for a lifestyle, a connection, and a place where they feel they belong.

Full Circle

Some of life's best stories come full circle. For Sam, one of those stories began years ago at Newby's, where she first met Todd. At the time, neither could have imagined that years later they would reconnect, fall in love, and eventually marry. After more than nine years of dating, Todd and Sam were married this year in New Orleans, celebrating a new last name and a love story that has come full circle.

Today, Todd and Sam share a love of travel, music, and adventure. Whether exploring a new city, attending a concert, or spending time with friends and family, they continue to embrace life together.

But for all the places she has visited, one of Sam's greatest blessings is much closer to home. Both of her daughters live in the neighborhood.

In a season of life when many parents find themselves separated from their children by hundreds or

“
It's a small
town with big-
city benefits.”

even thousands of miles, Sam gets to enjoy regular dinners, golf cart rides, spontaneous visits, and the gift of being present for everyday moments. It's a blessing she never takes for granted.

"Im incredibly lucky," she says. The gratitude in her voice makes it clear she means it.

Helping Others Find Their Place

After all these years, what excites Sam most about real estate isn't the contracts, the closings, or the numbers. It's the people. It's watching someone arrive in Memphis unsure of what comes next and then seeing them discover a favorite restaurant, a neighborhood they love, friendly faces, new friendships, and a sense of community. It's often times becoming their first Memphis friend.

Because somewhere along the way, they stop feeling like newcomers.They start feeling like they belong. Sam White - Dudley found that feeling years ago in Harbor Town. Today, she spends her days helping others discover it for themselves.

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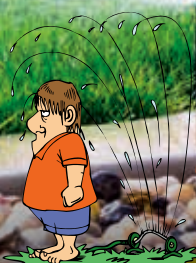
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