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Keri SCHAEFFER



Quiet Strength. Powerful Results.

WRITTEN BY ANITA JONES
PHOTOGRAPHY BY WESTON
MEDIA - TYLER GRAHAM

Built on discipline, driven by transparency, and grounded in what matters most.

There's a quiet strength about Keri Schaeffer that reveals itself the more you get to know her.

It's not loud. It's steady, grounded, and built over time, through life experiences that have shaped not only the way she runs her business, but the way she shows up for people.

"I've always believed in working hard, being honest, and doing the right thing, even when it's not easy," Keri shares. "That's how I was raised, and it's how I run my business today."

Originally from Delaware, Keri made her way to the Grand Strand through her husband's job, bringing with her an entrepreneurial spirit and a deep-rooted passion for helping others. Before real estate, she owned and operated three physical therapy clinics, where she

learned firsthand what it takes to lead, adapt, and build something meaningful from the ground up.

"Running my own business taught me discipline, problem-solving, and how to stay steady during challenges," she says. "Those skills have been invaluable in real estate." Like many great transitions, her move into real estate in 2020 was both intentional and personal.

"I was at a point in my life where I needed more flexibility," Keri explains. "I wasn't someone who could sit still, but I also wanted to be present for my family."

And family, for Keri, is everything. A proud mom of four, with children ranging from college to kindergarten, life is full and beautifully busy. From college plans and high school tennis matches to first grade milestones and kindergarten adventures, her days are a blend of schedules, sports, and cherished family time.

"Between teenagers and little ones, there's always something going on," she says with a smile.

"But we love it. We spend a lot of time at the beach, out on the boat, and just being together."

It's that perspective, shaped deeply by her personal journey, that gives Keri a unique connection with her clients.

"Adopting my two youngest children completely changed my outlook



on life,” she shares. “It deepened my patience, my sense of purpose, and my commitment to showing up every day. That experience impacts how I connect with people and how I navigate challenges.” That connection is at the heart of her business.

Now six years into her real estate career, Keri has built a reputation for

consistency, transparency, and results. After initially being part of a team, she stepped into her own path, refining her approach and elevating her business with intention, including investing in coaching to reach the next level.

“Last year was my best year yet,” she says. “And a big part of that came from getting clear on how I

wanted to run my business and committing to growth.” Her focus today is both strategic and relationship-driven. Keri works with both buyers and sellers but has a particular passion for listings, especially within the luxury market.

“I love the strategy behind listings,” she explains. “Pricing correctly, positioning the property,



negotiating strong deals, and making sure the marketing matches the caliber of the home. Every property has a story, and it’s my job to showcase it in the best possible way.”

At the same time, her definition of success goes far beyond production numbers.

“Success to me isn’t just about transactions,” Keri says. “It’s about building something I’m proud of. It’s about earning trust, creating long-term relationships, and doing business the right way.”

Many of her clients become repeat clients and trusted relationships over time, something she values deeply.

“I want to be the person my clients call not just for real estate, but for guidance,” she says. “That only happens when you build real relationships.” At the core of it all is her unwavering commitment to transparency. “I run my business with complete honesty,” Keri shares. “That approach isn’t for everyone,



“I’ve always believed in working hard, being honest, and doing the right thing, even when it’s not easy. THAT’S HOW I WAS RAISED, AND IT’S HOW I RUN MY BUSINESS TODAY.”

but I won’t compromise on it. Being upfront builds trust, and trust is what creates a sustainable business.”

That same philosophy carries into the advice she gives to newer agents. “Stay consistent and focus on the basics,” she says. “The agents who succeed long-term are the ones who show up every day, follow up, and rely on discipline, not motivation. And always build relationships over transactions. That’s where real growth comes from.”

Through every season of her life, from business ownership to motherhood to



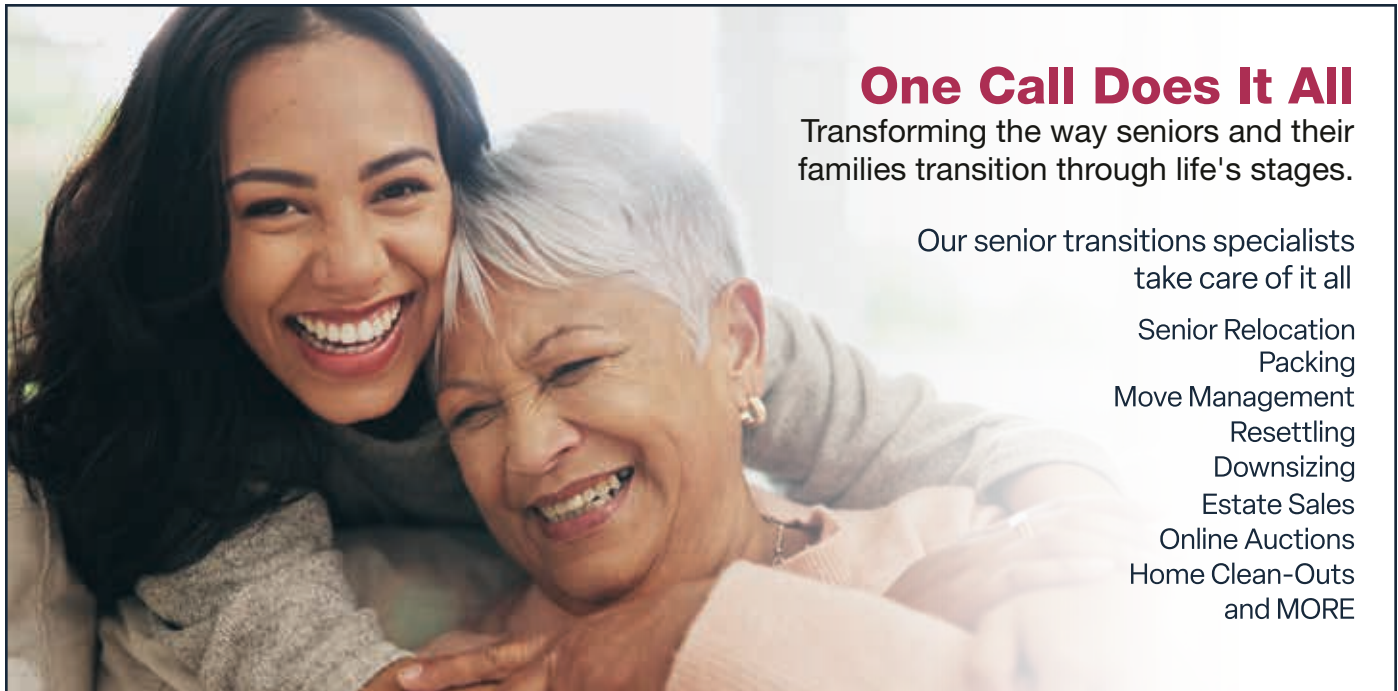
building a thriving real estate career, Keri has remained anchored in the values passed down to her early on.

“I’ve always looked up to my grandmother,” she reflects. “She taught me resilience, honesty, and the importance of hard work. Those lessons have stayed with me and continue to guide everything I do.”

And perhaps that’s what defines Keri Schaeffer best. A business built with intention. A life centered around family. And a commitment to doing things the right way, every single day.

“If you change the way you look at things,” she says, “the things you look at change.”





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Protecting What Matters Most

WRITTEN BY SARAH SICHITANO
PHOTOGRAPHY BY JEREMY KIERYZ -
HIGH TIDE CONTENT

Protecting Americans from the loss of property is an ongoing effort fought on multiple fronts — first by helping individuals secure the right coverage, and then by ensuring they truly understand what that protection means.

That's why having an experienced partner like Sarah Sichitano, owner of Coastal Insurance Group, makes all the difference. "I enjoy helping first-time homeowners understand their insurance coverages, the different types of policies available, and how the insurance process works," Sarah explains. "We provide top-notch customer service, go above and beyond for our clients, offer competitive rates, and write coverage for a wide range of exposures."

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"We write insurance for homes, condos, rental dwellings, auto,

recreational vehicles, boats, and commercial business policies," Sarah says. "We also specialize in builder's risk insurance, helping protect projects during the construction process." Because of her close ties to the real estate and development community, Sarah understands the unique needs of homeowners, investors, and builders along the coast.

Building a Career with Purpose

Born and raised in Whiteville, North Carolina, Sarah earned her bachelor's degree in Business Administration from Meredith College, followed by a master's degree in Business Management and Leadership from Liberty University. "Growing up with entrepreneurial parents led me into the business world," she recalls. "The insurance industry had been presented to me several times, and I knew it interested me. Once I started working as an agent, I realized I had a true passion for insurance and for helping others understand it."

After several years in the industry, Sarah knew it was time to take the next step. "I wanted to open my own agency so I could help more individuals by working with a wide range of carriers and finding the best solutions for each client."

A Commitment to Superior Service

Clients and referral partners alike appreciate Sarah's commitment to service and responsiveness. "I strive to always be extremely prompt, build quality relationships, and ensure clients truly understand their coverage — what they may need and what they may not," she says.

Sarah also brings a unique perspective to the real estate community as a licensed REALTOR®. She understands





“Growing up with entrepreneurial parents led me into the business world.”

the day-to-day process agents go through and works closely with buyers, sellers, and referral partners throughout the transaction process. In addition, Sarah is actively involved with the development side of her family’s real estate company, Intracoastal Homes, assisting with the marketing and sale of properties. This gives her firsthand insight into the insurance needs of developers, builders, and property owners.

Like the rest of the industry, Sarah has seen significant changes over the years, including carriers entering and exiting the market, fluctuating rates, and increasingly strict underwriting conditions. “The market is always evolving, and it’s important to stay informed so we can best serve our clients,” she adds.

Life Beyond the Office

Outside of work, Sarah’s life is enriched by her family — her husband, Mikey Sichertano, and their two daughters, Milania (6) and Audrianna (5). The family enjoys spending time outdoors, especially at the beach, boating,



and exploring everything Myrtle Beach has to offer. They also enjoy traveling, spending time with friends, and making lasting family memories.

Every day, Sarah Sichertano remains committed to helping her REALTOR® partners and their clients secure the protection they need — and ensuring they fully understand it — so they can confidently protect what matters most.

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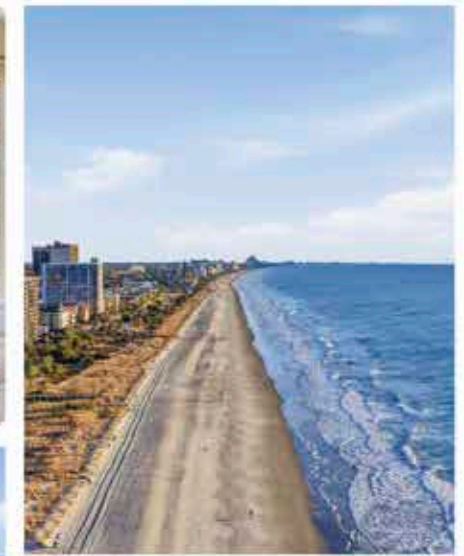
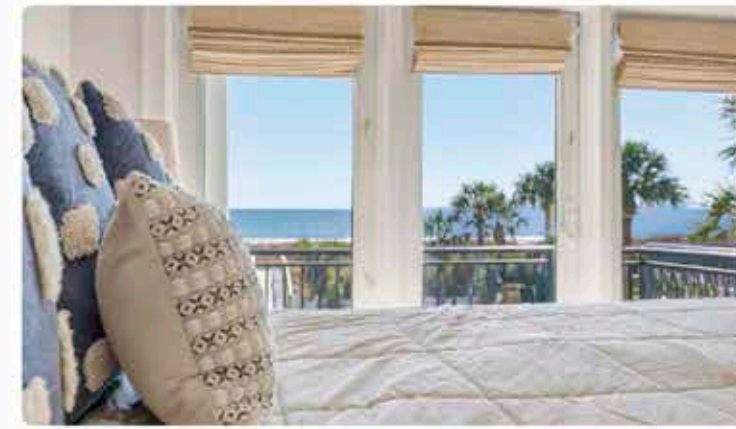
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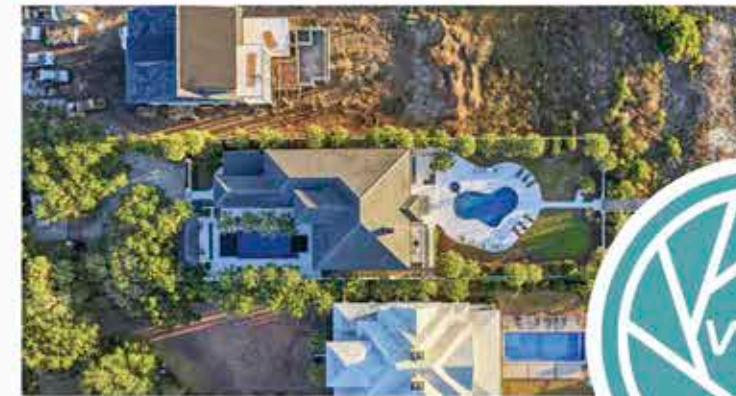
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Starting Over, Showing Up, and Standing Out

ALICIA SHEEHAN

WRITTEN BY ANITA JONES • PHOTOGRAPHY BY HIGH TIDE CONTENT · JEREMY KIIEZ

There's something powerful about starting over. Not because it's easy... but because it requires a level of courage most people never fully tap into. For Alicia Sheehan, that reset didn't just happen once, it's been a pattern of growth, resilience, and reinvention that ultimately led her to the Grand Strand... and into a career she was never supposed to have.

"I honestly thought I was done with real estate," Alicia shares. "We moved here in August of 2023, and I took a position as a Practice Manager at Tideland Health. I was planning to phase out of the real estate completely."

But some paths have a way of calling you back.

From California to Idaho to the Coast

Originally from California, Alicia built much of her adult life in Idaho, where she and her husband spent 13 years raising their family and building a foundation. She entered the real estate world in 2016 as an administrative assistant, quickly gaining exposure to the inner workings of the business. From there, she expanded her experience into lending, medical administration, and eventually ownership of a thriving transaction coordination company serving over 35 agents.

"I didn't jump into real estate as an agent right away," she explains. "I learned it from the inside out first. That gave me a completely



“I learned it from the inside out first. That gave me a completely different perspective.”

different perspective.” That perspective would later become one of her greatest strengths.

The Move That Changed Everything

In 2023, Alicia and her husband made a bold decision, leaving everything familiar behind for a fresh start in Myrtle Beach. The move wasn't just geographic. It was emotional.

After experiencing financial hardship during the 2008 housing crash through her family, stability mattered deeply.

"Starting over was scary," she says. "That fear of not having steady income, it sticks with you. But at some point, you have to decide if fear is going to stop you... or fuel you."





At the time, Alicia stepped into a demanding leadership role in healthcare, managing multiple locations and a large team. But something didn't sit right. "I loved my team, but I didn't feel like I had the impact I wanted. The stress, the long hours... it just didn't align with the life I was trying to build for my family."



The Moment Everything Shifted

Ironically, it wasn't her own career that pulled her back into real estate... it was her personal experience as a buyer. "We came here knowing nothing," Alicia recalls. "Multiple agents ghosted us! And when we finally found one, the experience just wasn't great."

That moment became a turning point. "I remember thinking... people deserve better. And I know I can do better."

So, she made the decision. She got licensed, passed both exams on the first try, and stepped into the business with intention.

Building From the Ground Up

The first year wasn't glamorous. Long days. Learning curves. Uncertainty. Alicia committed to being in the office daily, often working 10 to 12 hour days, absorbing everything she could. From contracts and due diligence to marketing and client communication, she built her foundation brick by brick.

"There were moments where I thought... is this working? Am I doing the right thing?" she admits. "But I kept showing up." That consistency is what separates those who "try" real estate... from those who build something lasting. "Patience is everything in this business," she says. "You don't always see the results right away. But if you stay committed, they come."

A Different Kind of Agent

What makes Alicia stand out isn't just her experience, it's her perspective. Having worked behind the scenes in nearly every aspect of a transaction, she understands the process at a level many agents never fully see. But more importantly, she understands people.

"I'm really passionate about creating a great experience for my clients," she says. "That means having systems in place, being consistent, and actually listening." Her approach is simple, but powerful. Relationships first. Always. "The most rewarding part is handing someone the keys to their home," she shares. "Especially first-time buyers or friends. That moment never gets old."



Driven by Family, Grounded by Purpose

At the center of everything Alicia does is her family. A proud mom and devoted wife, she sees her career not just as a business... but as a legacy. "Success for me is knowing that even when I'm not in the room, people speak highly of me," she says. "Not because I care what people think... but because I want my kids to see that I did things the right way."

That standard, integrity, consistency, and care, shows up in every part of her business. "I want to be remembered as a phenomenal wife and a loving mother," she adds. "And professionally... as one of the best in the business."

The Takeaway

Alicia's story is a reminder that success doesn't always follow a straight line.

Sometimes it looks like starting over. Sometimes it looks like doubt. Sometimes it looks like showing up... even when you're not sure it's working yet.

But if you stay the course, and stay true to who you are, the results follow.

Her advice to others? "Find a mentor. Find your people. This industry is fast-paced and constantly changing... and having the right support makes all the difference."

And perhaps most importantly: "Do what you say, and say what you mean. And treat people the way you want to be treated."

Simple. Powerful. And exactly how Alicia Sheehan is building her business... one relationship at a time. ❏

"I'm really passionate about creating a great experience for my clients."





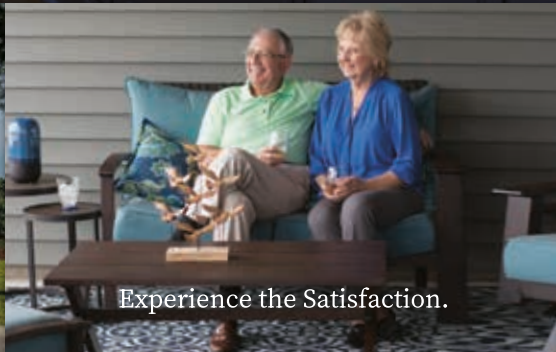
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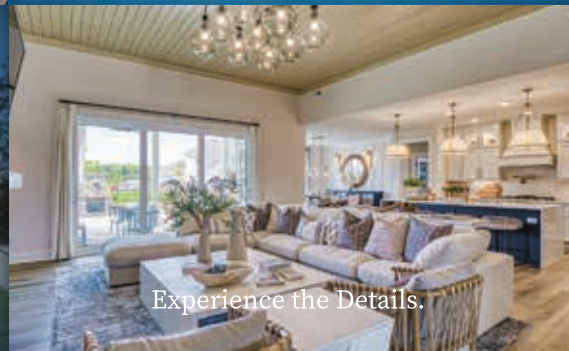
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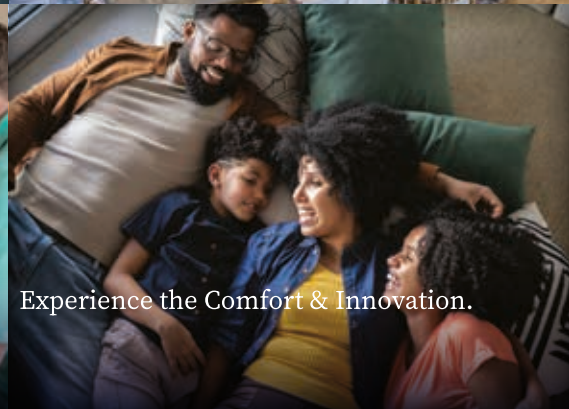
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1

Selling in Longs
If you're looking for a community central to many conveniences and a vacation-esque lifestyle featuring a swimming pool, pickleball and bocce courts, then you've found your future home! Located off Hwy 9 for easy access to Loris, Cherry Grove, and North Myrtle Beach.


HERITAGE PARK
AT LONGS
BY CHESAPEAKE HOMES



2

Selling in Little River
Move into a new lifestyle! Bridgewater residents enjoy an active lifestyle with the help of the onsite Lifestyle Director including get togethers, events, socializing, clubs and lots more in a coastal-inspired community and only minutes from the beach!


Bridgewater
LITTLE RIVER, SC
BY CHESAPEAKE HOMES



3

Selling in Myrtle Beach
New homes in the award-winning community of Waterbridge located in the coveted Carolina Forest area, in the heart of Myrtle Beach! Voted best residential pool and best nature preserve - with our exceptional homes, it's a win-win for those who want to live here!


Chesapeake Homes At
WATERBRIDGE
AT CAROLINA FOREST
MYRTLE BEACH, SC



4

Selling In Bolivia
Another fine community with quality homes built by Chesapeake Homes in Bolivia, NC. Brunswick County is perfect for buyers looking for a serene atmosphere that is also a quick trip away to nearby beaches like Holden or Ocean Isle Beach.


GOOSE MARSH
BOLIVIA, NC



5


Selling in Loris
The Willows will offer new beautiful single-family homes with community amenities and many features and options that new homebuyers have come to appreciate from us!


THE Willows
LORIS, SC
BY CHESAPEAKE HOMES



6

Selling in Myrtle Beach
Welcome to our new community, Traditions at Carolina Forest in Myrtle Beach, featuring high-quality homes built by Chesapeake Homes. Schedule a VIP Tour with your clientele to view this new community and models.


Traditions
MYRTLE BEACH, SC



7

Selling in Calabash
Come live your best in this Chesapeake Homes' master-planned community filled with beautiful homes and life-enhancing amenities! Located on the South Carolina/North Carolina border, you'll live close to everything you need!


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OF THE CAROLINAS
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Lauren CARROLL

WRITTEN BY ANITA JONES
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Some people find real estate. Others are built for it long before they ever hold a license.

For Lauren Carroll, that foundation didn't start in an office or classroom. It started in the dirt, in the discipline of early mornings, long weekends, and a competitive arena where results are earned, not given.

"I grew up on a farm, riding horses," Lauren shares. "That world teaches you quickly that consistency matters, patience matters... and you don't get results without putting in the work."

What began as a childhood passion turned into something far more serious. Lauren immersed herself in the world of cutting horses, a demanding and highly competitive sport where precision, control, and instinct define success.

"It's just you, your horse, four helpers, and a herd of cattle," she explains. "You have two and a half minutes to separate two-three cows and keep them from returning to the herd. You can't use your hands to control the horse. It's all feel, timing, and trust."

That level of discipline paid off. Lauren competed across the country, earning over



\$50,000 in winnings, several championships and became deeply rooted in a community built on grit and respect.

"That environment shaped everything about how I approach life and business," she says. "You learn to stay calm under pressure, make quick decisions, and trust yourself."

From the Arena to Real Estate

Lauren officially stepped into real estate in 2015, but the transition felt natural.

"I wanted something I could build for myself," she says. "A career where my effort directly

impacted my results... but also something that gave me flexibility to continue doing what I love." That desire for independence, combined with early exposure to the industry through her mother's work with a homebuilder, and father's involvement in the timber business made real estate a natural fit.

Still, the beginning wasn't easy. "Starting out was one of the hardest parts," Lauren admits. "You have to build everything from the ground up... your knowledge, your reputation, your relationships. Nothing is handed to you." And on top of that, she faced another quiet challenge.

Grit, Grace, and the Long Game



“THAT’S WHERE I FEEL MOST AT PEACE. At the barn, outside, just being connected to that part of my life.”



"I think being younger in the business can make people question you at first," she says. "So, I made a decision early on... I was going to let my work speak for itself."

Earning Trust, One Relationship at a Time

That mindset became a turning point. Lauren quickly realized that success in real estate isn't about transactions, it's about relationships. "When I shifted my focus to truly understanding my clients... listening, being present, and showing up consistently... everything changed," she explains. "It became more meaningful, and honestly, more natural."

Her "secret sauce" is simple, but powerful. "Honesty, patience, and genuinely caring about the people I work with," she says. "That's what matters most." That approach has not only helped her grow a strong client base but also build lasting connections with local builders and professionals throughout the Grand Strand.

Leadership in the Making

Today, Lauren is not only an established agent, but also stepping into leadership in a bigger way. After 11 years in real estate, including 6 as a broker, she has recently become her own Broker-in-Charge, leading her office as Iron Oak Properties. "I'm really passionate about growing the office and helping other agents succeed," she shares. "There's something rewarding about seeing someone else build their confidence and their business."

That leadership style is no accident. It's been shaped by people she deeply respects, including mentors like David Murphy and Lisa Johnson. "They've both had a huge impact on me," Lauren says. "David leads with consistency and integrity, and Lisa brings so much heart into everything she does. They've shown me what it looks like to do things the right way and become successful."

A Competitive Spirit That Still Drives Her

Even today, that competitive edge from her cutting horse days hasn't gone anywhere. "The biggest surprise in real estate was how competitive it is," she says. "But I actually love that. It pushes me to keep improving, to stay sharp, and to always show up better than the day before."

Instead of seeing competition as pressure, Lauren sees it as fuel. "It keeps me focused on being the best version of myself for my clients."

Grounded in What Matters Most

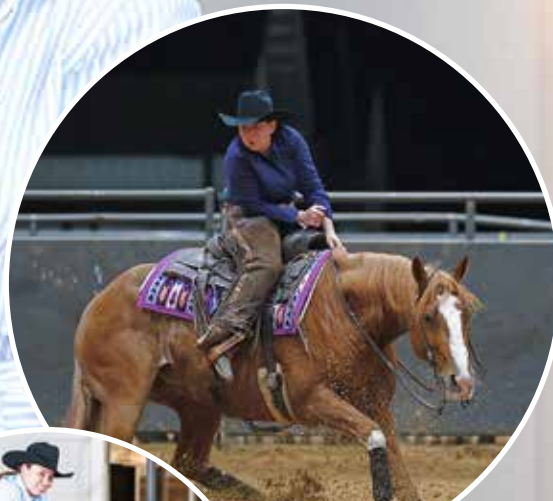
Outside of real estate, Lauren's world still revolves around the things that have always grounded her, family, horses, and time outdoors.

From her mom Kimberly and dad Taylor, to her brother Riley and his family, to her significant other Richard, her circle is tight-knit and deeply important to her. And then there are the animals, three dogs, Ben, Coates, and Willis, along with her horses, Holly, Mac, and Maverick. "That's where I feel most at peace," she says. "At the barn, outside, just being connected to that part of my life."



SUCCESS ISN'T JUST ABOUT TRANSACTIONS.

It's about the impact you make and the reputation you build."



She also remains actively involved in the community, serving as Vice President of the Carolinas Cutting Horse Association and participating in organizations like the Conway Chamber of Commerce and local REALTOR® associations.

Redefining Success

Ask Lauren what success means, and her answer goes deeper than numbers. "Success isn't just about transactions," she says. "It's about the impact you make and the reputation you build." For her, it's about clients feeling supported, heard, and confident throughout one of the biggest decisions of their lives. "It's knowing I did my best, treated people the right way, and made a positive difference," she adds.

The Legacy She's Building

If you ask people to describe me, I hope they say I was someone who never gave up—no matter how tough things got. I've always believed in working hard, staying focused, and taking my career seriously, not just for success, but to build something that actually matters. I didn't want to settle. I wanted to grow, to push myself, and to leave something behind that I could be proud of.

At the same time, I never wanted to lose who I am at my core. No matter what I achieve, staying grounded has always been important to me. I believe in treating people right, showing up when it counts,

and being the kind of person others can depend on. If someone needed help, I'd give whatever I could.

More than anything, I want my legacy to reflect both sides of me: the determination to go after what I want, and the heart to never forget others along the way. If people remember me as someone who worked hard, stayed real, and gave back, then I know I did something right. ❏

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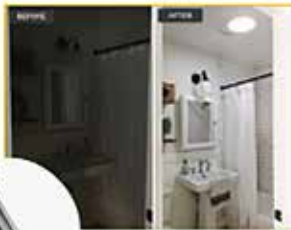


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