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JUNE 2026

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ETHAN HAMILTON,
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A man with a beard and mustache, wearing a black suit jacket over a white shirt and black trousers, stands on a red carpet. He has his arms outstretched and is smiling. The red carpet is flanked by gold stanchions with red ropes. In the background, there is a swimming pool with blue tiles, a patio area with a large umbrella, and a modern house with a grey roof. The sky is overcast.

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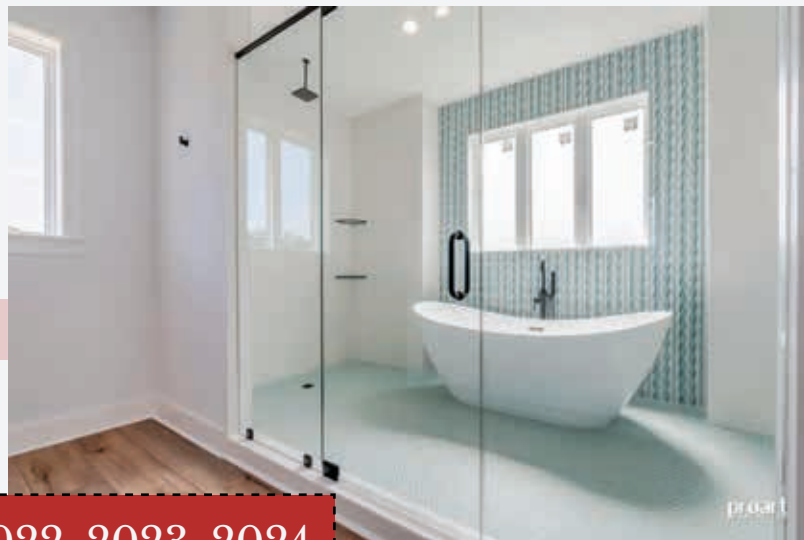
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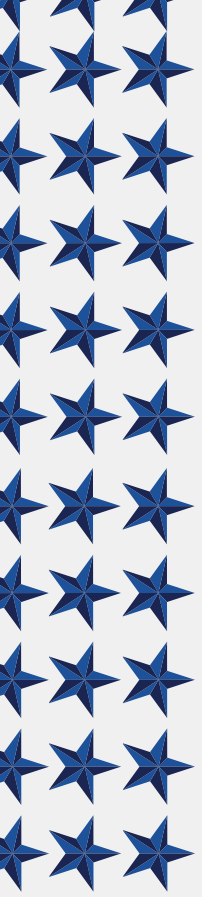
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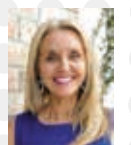
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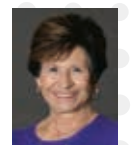
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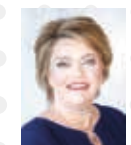
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Content That Moves People

“Let your light shine before others, that they may see your good deeds and glorify your Father in heaven.”
— Matthew 5:16

In today's market, everyone is creating content.

- Listings.
- Reels.
- Email blasts.
- Market updates.
- Podcasts.
- Print features.

But not all content moves people.

There's a difference between posting to stay visible and creating something that actually resonates. The difference is intention.

Content that moves people isn't about algorithms. It's about authenticity.

It isn't about going viral. It's about being valuable.

It isn't about volume. It's about impact.

On the Emerald Coast, we are surrounded by beauty. But what truly captures attention isn't just a sunset over the Gulf—it's the story behind the home. The family that built memories there.

The investor who saw a long-term vision. The agent who navigated complexity with confidence and care.

The most powerful brands in our industry understand this: people connect with people, not production numbers.

When you share why you do what you do, when you highlight the journey behind the success, when you educate instead of impress—you create trust. And trust is what moves markets.

This month, I challenge you to think differently about the content you create:

- Does it reflect your values?
- Does it serve your audience?
- Does it build authority and connection at the same time?
- Would it still matter if likes didn't exist?

Whether through print, social media, video, or conversation, your voice has influence. Use it intentionally. Use it strategically. Use it to elevate.

Because the agents who win long-term aren't just seen.

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And content that moves people doesn't chase attention.

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Content That Builds CONNECTION

BY TIM WEISHEYER

If you spend any amount of time on social media right now, especially in our profession, it's easy to feel like you're supposed to be doing more.

More posts, videos, consistency... more of everything.

And while there's certainly value in showing up, we've reached a point where more content isn't the answer. In fact, in a lot of cases, it's part of the problem. There's so much being put out into the market that very little of it is actually landing with people in a meaningful way.

That is where the real opportunity is right now. We should not be so focused on producing more, but on producing something that actually connects. People are craving authenticity.

When you really look at how people make decisions, especially in real estate, it's rarely based on who posted the most or who had the best-looking video. It's based on who they trust, who they feel understands them, and who they believe can guide them through a major life decision.



The Shift Happens When Content Becomes Intentional

One of the biggest shifts I've seen in top producers over the years is how they think about content. Early on, it's very tactical. What should I post today? What's working in the algorithm? What are other agents doing that I should replicate? But as their business grows, that thinking evolves. Content stops being a task and becomes a reflection of how they think, lead, and serve their clients.

It becomes less about filling a feed and more about shaping perception.

That's an important distinction, because perception is what ultimately drives decisions. Someone may follow you for months, even years, before ever reaching out. During that time, they're forming an opinion about you and how you communicate, handle challenges, and show up in the market. Whether you realize it or not, your content is doing that work for you every single day. The question is, is it helping you or hurting you?

What Actually Connects with People

What I've found is that the content that actually moves people tends to feel a little different. It's the content that's not overly polished or produced and doesn't try too hard. It reflects real experiences, real conversations, and real insight.

It might be a story about a client navigating a tough decision, not just the outcome of the transaction, but what it took to get there. It might be a perspective on what you're seeing in the market that others aren't talking about yet. It might even be a moment where something didn't go perfectly, but there's a lesson in how it was handled. Those are the types of things people remember.

Always remember, real estate isn't just about properties. It's about people making decisions during moments of change, sometimes exciting, sometimes stressful, but often a mix of both. When your content reflects that understanding, it creates a different



kind of connection. It tells people that you're not just there to facilitate a transaction, you're there to guide them through a process that actually matters. That's where trust starts to build.

A Different Way to Think About It

There is also an opportunity right now to simplify. Not every piece of content needs to be a production. Some of the most effective things I see are simple observations shared consistently over time.

What are your clients asking you right now?

What concerns are coming up in conversations?

What misconceptions are you having to clarify on a regular basis?

Those are signals. And when you start speaking to those things in a clear, honest way, your content becomes incredibly relevant, and that relevance is what cuts through the noise.

If you were to make one shift this month, I would encourage you to slow down just enough to think about the person on the other side of the screen. Before you post, take a moment and ask yourself what they're walking away with. Not what you're trying to say, but what they're actually

receiving. Are they gaining clarity? Are they seeing something differently? Are they feeling more confident about a decision they've been putting off?

When you start approaching content that way, it naturally becomes more impactful, because it's rooted in service rather than visibility. The agents who continue to grow, regardless of market conditions, have learned to communicate in ways that resonate. They don't rely on volume to stay relevant, but focus on consistency, clarity, and a genuine understanding of the people they're trying to serve.

Over time, that compounds. When your content reflects how you think and how you show up for your clients, it stops being just another post and becomes an extension of your business.

And more importantly, it becomes a reason for someone to choose you.

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FRANK SMITH



A Leap of Faith

PHOTOS BY ETHAN HAMILTON, MADHOUSE MEDIA

For Frank Smith, the path into real estate was not part of some long-term plan. It was shaped by life, faith, and a willingness to pivot when everything changed.

Before real estate, Frank built a successful career with AT&T, managing multiple retail locations across markets, including Crestview, Destin, Walton County, and even Baton Rouge. With momentum on his side, he was preparing to take on a larger territory in Atlanta. Then life intervened.

When his father was diagnosed with pancreatic cancer, Frank made the decision to step away from his career and return home to support his family. "I left to help my mom take care of my dad before he passed," he shares. During that difficult time, he went back to school and earned a finance degree, setting his sights on becoming a financial advisor.

He made it to the final stages with multiple firms. Then COVID hit.

Like so many others, Frank suddenly found himself at a standstill. Hiring freezes put his plans on hold, leaving him at a crossroads. Instead of forcing the next step, he took a moment to reflect.

"I prayed about it," he says. "I already had an investment property and always liked real estate. I felt led into it."

That leap of faith changed everything.

Today, as a team lead with Bastion Realty and head of the Pinnacle Group, Frank has spent the past six years building a business rooted in consistency, service, and relationships. But like many successful agents, his early days were far from easy.

"My first year was tough," he admits. "You get fed so much information, and I felt like I was spinning my wheels."

Despite the challenges, he stayed the course. He closed deals, learned the business, and gradually found his rhythm. That persistence became the foundation of the business he runs today.

"You need that reset. **Otherwise, you'll burn out.**"



Now, much of Frank's success is driven by repeat clients and referrals, something he takes great pride in. "A lot of my clients turn into friends," he says. "That's been a blessing."

To maintain those relationships, he stays intentional. From using a CRM to sending market updates and neighborhood reports, to simple touches

like holiday cards, Frank focuses on staying connected and adding value long after the transaction closes.

It's a strategy that reflects his broader philosophy on what separates top agents from the rest.

"We have a lot of agents in this industry, but a lot of them aren't doing what they





need to do," he explains. "There are a lot of part-time agents. For me, this is full-time. If I don't sell, I don't make money."

That mindset shows up in his daily work ethic. Frank is constantly prospecting, following up, and staying engaged with his pipeline. He also works closely with the Zillow team, ensuring a steady flow of opportunities. But more importantly, he treats every client with the same level of care.

"Whether it's a \$200,000 home or a \$3 million home, I treat them all the same," he says.

That consistency has helped him build trust across the board, and it is a big reason his business continues to grow.

Of course, in an industry that never truly shuts off, balance can be a challenge. Frank is honest about the demands of the job.

"You can work seven days a week if you let it," he says.

That is why he has made a conscious effort to create boundaries where he

can. For Frank, Sundays are reserved for family and personal time whenever possible. "You need that reset," he shares. "Otherwise, you'll burn out."

Outside of real estate, Frank keeps things simple. He enjoys traveling when he can, staying active in the gym, watching movies, and spending time with family. And while he jokes about being "a boring guy," his recent adventures tell a different story, including parasailing, zip lining, and even skydiving to celebrate his daughter's 21st birthday.

At the end of the day, Frank's journey is a testament to resilience and trusting the process. What started as an unexpected detour has turned into a thriving career built on hard work, faith, and genuine relationships.

"I wouldn't go back," he says.

And for Frank Smith, it is clear he is exactly where he is meant to be. ■

"Whether it's a \$200,000 home or a \$3 million home, I treat them all the same."



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BUILDING MORE THAN HOMES

In Walton County, where luxury beachfront properties sit just miles from communities struggling to afford basic housing, Teresa Jones is working to bridge a gap that continues to widen.

As the CEO of Habitat for Humanity of Walton County, Teresa has spent the past 15 years leading an organization that is not only building homes but reshaping what is possible for everyday working families.

“We bring people together to build homes, community, and hope,” Teresa shares.

That mission carries real weight in a market where affordability has become one of the most pressing challenges. With average home prices reaching \$461,910 in Freeport and climbing to \$950,546 in North Santa Rosa Beach, even the most modest options are far out of reach for many. In North Walton County, considered the most affordable area, the average home price still



sits at \$282,523. To afford that, a household must earn over \$83,000 annually, not including other financial obligations like auto loans, credit cards, and rising insurance costs.

For teachers, county employees, hospitality workers, and first responders, the math simply does not work.

That is where Teresa and her team step in.

Habitat for Humanity of Walton County is the only nonprofit affordable housing builder serving the area. Since Teresa stepped into her role, the organization has completed 75 homes, with additional builds currently underway and plans for a new nine-home neighborhood in DeFuniak Springs.

But what sets their work apart is the foundation it is built on. Habitat is not about giving homes away. It is about creating opportunity through partnership.

Homeowners are required to complete 250 hours of sweat equity and participate in financial education, budgeting classes, and homeownership training. In return, they receive a zero percent interest mortgage, making homeownership not only attainable but sustainable.

Because of this model and the support provided along the way, the organization has never experienced a foreclosure.

“The process works because we walk alongside our homeowners every step of the way,” Teresa explains.

The families they serve are the backbone of the community. Many are working full-time jobs that keep Walton County running. In fact, approximately 86 percent of local Habitat homeowners are single mothers.

For Teresa, that piece is especially meaningful.

“It’s already difficult to afford a home with two incomes, let alone one,” she says.

Through homeownership, these women gain more than just a place to live. They gain stability, safety, and the ability to build generational change. Teresa has seen firsthand how that impact extends to the next generation, from children excelling in school to becoming the first in their families to attend college.

Beyond building homes, Habitat’s reach extends across the community in ways many may not expect.

Their ReStore, a building materials thrift store, plays a critical role in both funding and service. With over 18,000 transactions annually, the store provides affordable furniture, appliances, and home goods to the public while keeping usable materials out of landfills. Even more impactful, the ReStore fully funds Habitat’s operational costs, ensuring that every donated dollar goes directly toward building homes.

“It’s a huge benefit to the community,” Teresa says.

The organization also focuses heavily on education and empowerment. Through workshops hosted both on job sites and at the ReStore, community members can learn practical skills like installing cabinets, refinishing furniture,



or handling basic home repairs. These workshops help families save money while building confidence in maintaining their homes.

One of their most powerful initiatives is the Women Build program.

Through this initiative, women from across the community come together to build homes, learn construction skills, and support one another. The program also includes an annual women’s empowerment luncheon that brings together over 200 women for connection, encouragement, and fundraising.

“It’s about creating a support system,” Teresa shares.

Still, despite all of these efforts, the need continues to grow.

Many workers are now forced to live outside Walton County and commute long distances to support the local economy. Even areas that were once considered affordable are quickly becoming out of reach.

For Teresa, the mission is far from finished.

“We wish we could build thousands of homes tomorrow,” she says.

While that may not yet be possible, the impact of each home, each family, and each opportunity continues to ripple throughout the community.

Through leadership, compassion, and an unwavering commitment to service, Teresa Jones is not just building homes. She is building a stronger, more sustainable future for Walton County.



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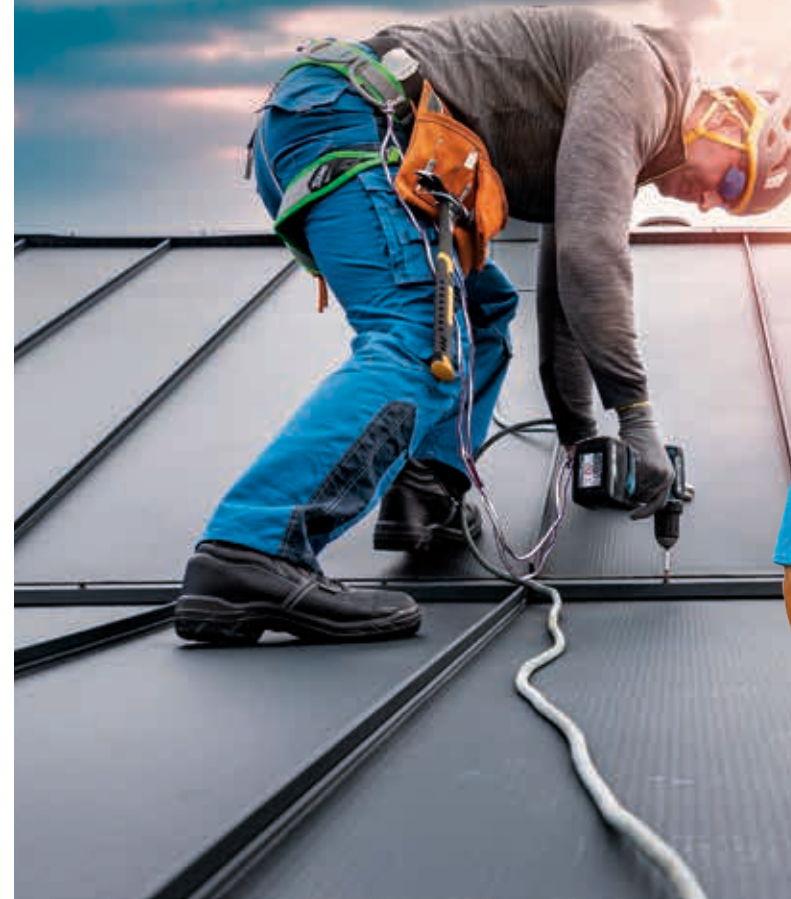
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ROSHANA Remo

Living Her Calling *Outloud*

PHOTOS BY ETHAN HAMILTON, MADHOUSE MEDIA



For Roshana Remo, real estate is not just about homes. It is about people. It always has been.

Long before she became an agent with Epique Realty, Roshana built her life around serving others in the most meaningful ways possible. Her journey began in healthcare, where she dedicated 14 years as a nurse, following in the footsteps of her mother, a woman she describes as strong, compassionate, and deeply influential in shaping who she is today.

"I just wanted to be like her," Roshana says. "She had a heart of gold, and I wanted to give that same kind of love to other people."

In nursing, she found purpose, but she also experienced the emotional weight that comes with caring deeply. She stood beside patients during their most vulnerable moments, sometimes becoming their only source of comfort. She prayed with them, encouraged them, and, in many cases, became like family.

"I saw people who had no one," she shares. "So I became their person. Their

daughter, their niece, whatever they needed in that moment."

While the work fulfilled her, it also challenged her. After years of giving so much of herself, Roshana began to question how long she could continue carrying that emotional burden. Still, her desire to serve never left. It simply began to evolve.

When she relocated to Florida due to a military move, Roshana once again stepped into nursing, continuing her education and expanding her career. She earned her RN and advanced degrees, eventually helping open and grow multiple care facilities in her



community. But even outside of her profession, she found herself constantly drawn to people in need of guidance, structure, and encouragement.

That calling became even clearer during the COVID era.

Seeing a lack of opportunities for kids, Roshana partnered with the local YMCA in Navarre to create an affordable cheer and dance program. What started as a small effort quickly grew into something much bigger.

"I thought it would be temporary," she says. "But it turned into something that changed lives."

At its peak, the program expanded from just a dozen kids to over 30, all fully supported by Roshana herself. She funded uniforms, developed routines, and created an environment rooted in discipline, respect, and self-worth.

"I ran a tight ship," she says with a laugh. "But it was about more than cheer. It was about teaching these girls who they are and how to carry themselves."

Parents began to notice the difference. Confidence grew. Attitudes shifted. Respect deepened.

"They would tell me, 'My child is different because of you,'" Roshana recalls. "That meant everything to me."

Her impact did not stop there. Through her church, Beulah First Baptist Church in Fort Walton Beach, Roshana stepped into leadership roles, mentoring youth and helping lead programs like Camp Victory. Despite initially feeling unsure about teaching Bible studies, she embraced the challenge, studying, preparing, and showing up with the same heart she brings to everything she does.

By the end of one program, more than a dozen young people chose to give their lives to Christ.

"That was a defining moment for me," she says. "It showed me that when you step outside of your comfort zone, you can truly change lives."

That same mindset is what ultimately led her into real estate. For Roshana, it was never about the transaction. It was about expanding her ability to connect with and serve people in a new way.

Today, as an agent with Epique Realty, she brings that same level of care,

compassion, and intention to every client she works with. She listens deeply, shows up fully, and ensures that each person she encounters feels seen, supported, and valued.

Outside of her career, Roshana's greatest pride is her role as a mother. After experiencing multiple miscarriages, she calls her daughter her "miracle baby."

"She is my everything," Roshana says. "I just want to give her the world and show her what it means to love and serve others."

Whether she is helping clients find a home, mentoring young girls, or uplifting her community through her church, Roshana Remo leads with heart in everything she does.

Because for her, success is not measured in transactions or titles.

It is measured in lives touched, people uplifted, and the lasting impact she leaves behind.

"It showed me that when you step outside of your *comfort zone*, you can truly *change lives*."



FULL HEART RENTALS

Britt Matthews Brings Empathy Back to Property Management



For Britt Matthews,

real estate has never just been about transactions. It is about people. As the broker and owner of Full Heart Rentals, Britt Matthews has built a business rooted in something often overlooked in the industry. Genuine care.

Raised in a real estate family, Britt's foundation was set early. Her mother is the founder and co-owner of Beachy Beach Real Estate, and her late stepfather was also deeply involved in the business. With more than 15 years of experience, real estate has always been part of her world. The true inspiration behind Full Heart Rentals came from a moment of crisis.

When Hurricane Michael devastated Bay County in 2018, Britt witnessed firsthand the overwhelming need for housing and the gaps in how people were being served. Communities were displaced overnight. Families were calling, desperate for help. Britt stepped in and began connecting displaced residents with property owners who had available homes.

“If I am not going to do it with a full heart, I am not going to do it at all.”

“I had a nurse with three kids who needed a place to stay,” she recalls. “I would call someone with an empty beach house and ask if they would consider renting it. It became about making connections and helping people feel safe again.”



That experience changed everything. It revealed not only a need for housing but also a need for compassion within the rental space.

“The most underserved demographic in our industry is the tenant,” Britt explains. “They are often not treated with the respect, kindness, and dignity they deserve.”

That realization became the emotional foundation of Full Heart Rentals.

In 2022, as market conditions shifted, Britt saw another opportunity to serve. With rising interest rates and a slowdown in sales, many homeowners found themselves unable to sell. Britt anticipated the change early.

“This market was not sustainable,” she says. “We needed a way to serve people when selling was not the right option.”

Together with her mother, Britt launched Full Heart Rentals, focusing on long-term residential property management. While her mother remained a silent partner the first few years, Britt led as managing broker. In just a few years, the company has grown to manage around 100 properties.

What truly sets Full Heart Rentals apart is its philosophy.

“If I am not going to do it with a full heart, I am not going to do it at all,” Britt says.



“Even if we do not have what they need, we are going to try to help them find it.”

That mindset shapes every part of the business. Britt believes that serving landlords and tenants does not have to be one-sided. In an industry that can sometimes feel transactional, she is proving there is another way.

“Serving the landlord and serving the tenant do not have to be mutually exclusive,” she explains. “When you operate by the golden rule, you can create a win for everyone.”

Her approach is collaborative and client-focused. Full Heart Rentals allows outside agents to show their properties, creating more exposure for landlords and a better experience for tenants. Britt also goes above and beyond to help people, even when there is no immediate benefit.



In one recent situation, when a property was unexpectedly taken off the market, Britt refunded the applicant’s fees and personally connected them with another rental through a different agency.

“That kind of thing might not come back to you tomorrow,” she says. “But it will come back to you.”

That belief in long-term relationships over short-term gain has earned her trust across the industry. Nearly half of her referrals come from agents outside her company. These agents know she will respect their client relationships.

“If someone sends me their client to help with a rental, they know I am not going to take that relationship,” she says. “When it is time for that client to buy or sell again, they go right back to their original agent.”

Britt also brings creativity and flexibility to her work. From offering dual listing options for properties to waiving cancellation fees for military clients, she is always looking for ways to meet people where they are.

Her commitment to service extends especially to military families, first responders, and veterans. These clients receive discounted fees and added support throughout the process.

At its core, Full Heart Rentals lives up to its name. It is a business built with intention, empathy, and a deep desire to serve.

The name itself is inspired by a mantra borrowed from the Coach Taylor of the show Friday Night Lights, Britt has always loved: “Clear eyes, full hearts, cannot lose.”

For Britt, that is more than a phrase. It is how she runs her business every day.

“I want people to know that we care,” she says. “Even if we do not have what they need, we are going to try to help them find it.”

In an industry that often prioritizes transactions, Britt Matthews is proving that leading with heart is not only the right thing to do. It is what builds lasting success. ▾

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Ashton WELLBORN



She Just Went For It

PHOTOS BY ETHAN HAMILTON, MADHOUSE MEDIA

FOR ASHTON WELLBORN, real estate was never part of the original plan. But once she stepped into it, she did not just learn the business. She rewrote the way she showed up in it.

Her journey began in a completely different field. After earning her bachelor's degree in psychology and a master's in occupational therapy, Ashton followed a more traditional path, moving to Arizona before eventually returning to Florida. It was not a career pivot she had planned, but rather one that found her when her family needed her most.

After Hurricane Michael, Ashton moved back to Panama City to help her mother manage a large portfolio of rental properties originally built by her grandfather. What started as stepping in to lend a hand quickly turned into something much bigger.

"I was on job sites doing punch-out work," she recalls. "Then about nine months in, I caught the property manager stealing."

Just like that, Ashton stepped into a new role, taking over as property manager and running operations for the portfolio for the next four years. It was hands-on, high-pressure, and nonstop.

"I was working 12-hour days, seven days a week," she says. "It got to a point where I was completely burnt out and knew something had to change."

So she made a decision that most people spend years overthinking.

She walked away.

With no backup plan and limited savings, Ashton quit and committed fully to real estate. She got her license and jumped in headfirst, knowing there was no safety net waiting for her. "I didn't have a choice," she says. "I had to make it work."

That mindset became the foundation of everything that followed.

Her first year in the business did not go well. It exceeded expectations. Ashton closed

nearly \$3.85 million in volume, an impressive milestone for any new agent, let alone someone building from scratch.

But behind that success was a level of grit most people never see.

"I maxed out my credit cards. My credit score dropped. I was figuring it out as I went," she says. "But I believed in myself enough to keep going."

“I believed in myself enough to keep going.”

From the start, Ashton understood that if she wanted to compete, she needed to stand out. And she did not try to do that by copying anyone else.

Instead, she built a brand that was unapologetically her.

Early on, she realized that traditional lead platforms were not working in her favor. Without a track record, clients were hesitant to choose her. So she found another way in. "I invested in high-end open house signs," she says. "They looked like I had been doing this forever."

That investment opened doors, literally. Established agents began allowing her to host open houses for their listings, giving her exposure, experience, and, most importantly, opportunity.

But what truly set Ashton apart was not just her strategy. It was her authenticity.

"At first, I was trying to dress and act a certain way," she says. "It didn't feel natural, and people could tell."

So she stopped trying to fit into a mold.

Today, Ashton shows up to open houses in Levi's, a graphic tee, and a blazer, often with Pearl Jam or Metallica playing in the background. It is a reflection of who she is, and it works. "When I started being myself, everything changed," she says.

Her branding follows that same philosophy. From custom candles to creative marketing touches, Ashton

has built a presence that feels both intentional and approachable. One of her most memorable strategies even came from something as simple as a pickleball game.

After connecting with a fellow player, she gifted him one of her branded candles. That small gesture turned into a conversation, which turned into a listing.

"I'm always working, even when it doesn't look like it," she says.

That mindset carries into her client relationships as well. Ashton prides herself on being honest, direct, and responsive. She is not the agent who tells clients what they want to hear. She is the one who tells them the truth.

"I'm not going to overprice a home just to get the listing," she says. "That's not how you build trust."

Now aligned with the team Bode At the Beach under Salty Marlin Realty, Ashton continues to build momentum with a clear vision for where she is headed.

Outside of real estate, her life moves just as fast. Whether she is playing tennis or pickleball, doing Pilates, or spending time with her grandmother, she finds ways to integrate her business into her everyday life. Even her wardrobe doubles as marketing, with branded hats and gear that keep her business top of mind wherever she goes.

For Ashton, there is no separation between who she is and how she works.

And that is exactly what makes her stand out.



Because in an industry where many try to follow a formula, Ashton Wellborn is proving that sometimes the

most powerful move you can make is betting on yourself and showing up exactly as you are.

“I’m not going to overprice a home just to get the listing. That’s not how you build trust.”



BRIAN CLOWDUS

The RED CARPET Experience

PHOTOS BY ETHAN HAMILTON,
MADHOUSE MEDIA



Jennifer Powell Photography

In an industry where many agents follow the same playbook, Brian Clowdus is rewriting the script entirely, and doing it with undeniable flair.

A Realtor with Christie's International Real Estate on the Emerald Coast, Brian may be relatively new to real estate, but his impact has been anything but small. In just over two years, he has built a thriving business, carved out a unique niche, and proven that creativity, consistency, and confidence can accelerate success in any market.

But Brian's journey didn't begin in real estate. It began on stage.

"I've been in entertainment my entire life," Brian shares. "I started as an actor in musical theater, then became a director and producer. Everything I've ever created has been about building an experience."

That background became the foundation for his real estate approach, one that feels more like storytelling than selling.

"For me, you're not selling a product, you're selling a story," he explains. "Your job is to get someone to fall in love with that story."

And Brian delivers on that vision in a way few agents do. His listing videos are cinematic, often resembling mini films where he steps into the role of storyteller and guide. His open houses are equally memorable, designed to feel less like a showing and more like an event.

"I roll out the red carpet, literally," he says. "When people walk in, it feels

like an experience. That's what creates connection and trust right away."

That connection has been a driving force behind his rapid success.

From the start, Brian set his sights on luxury real estate, a goal many told him was unrealistic for a new agent. He didn't see it that way.

"People said I needed to 'pay my dues,' but no one could explain why," he recalls. "So I said, 'Watch me.'"

He did just that, closing his first deal, a \$1.5 million cash transaction, within just two weeks of getting licensed.

“For me, you’re not selling **A PRODUCT**, you’re selling **A STORY.**”



Jennifer Powell Photography

From there, the momentum only grew. Brian achieved \$10 million in production in his first year, followed by over \$20 million in his second.

While many agents struggled in a shifting market, Brian saw it as an opportunity.

“Starting in a more challenging market was actually a gift,” he says. “It forced me to build a strong work ethic right away.”

That mindset, paired with relentless drive, has helped him stand out in a crowded industry. But according to Brian, success comes down to something even simpler.

“Resilience and hard work,” he says. “And honestly, just being kind.”

It’s a philosophy he brings into every client interaction. Brian prides himself on creating an experience where clients feel cared for, supported, and most importantly, at ease.

“The best compliment I’ve ever gotten is that I make people feel like they’re my only client,” he shares. “My job is to absorb the stress so they can actually enjoy the process.”

For Brian, that enjoyment is essential. Buying or selling a home is one of life’s biggest decisions, and he believes it should feel exciting, not overwhelming.

“I want my clients to have fun,” he says. “That’s a huge part of it.”

It’s this mindset that has fueled his referral-based growth, as happy clients naturally share their experiences with others.

Outside of real estate, Brian stays grounded through the things that matter most: family, health, and balance. He is incredibly close with his family, including his sister, niece, and nephews, and values the time they spend together.

He also prioritizes health and fitness, using workouts as a way to reset and recharge. When he is not working, Brian finds his greatest sense of peace outdoors, whether that is spending time in nature or simply enjoying the quiet and privacy of his home. That balance between high-energy creativity and

personal grounding is part of what makes Brian so dynamic, not just as an agent, but as a person.

And his story is still unfolding.

Recently featured on HGTV’s Cheap A\$\$ Beach Houses, Brian is beginning to expand his presence beyond real estate, with the potential for even bigger opportunities ahead.

For now, though, he remains focused on what he does best, creating unforgettable experiences and helping clients fall in love, not just with homes, but with the stories they represent.

Because for Brian Clowdus, real estate isn’t just a transaction.

It’s a performance. ▾

“My job is to **ABSORB THE STRESS** so they can actually enjoy **THE PROCESS.**”



Jennifer Powell Photography

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