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Jerry Sager

& RIVERSTONE REALTY GROUP
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Broker Spotlight
HOLLY MOODY

Partner Spotlight
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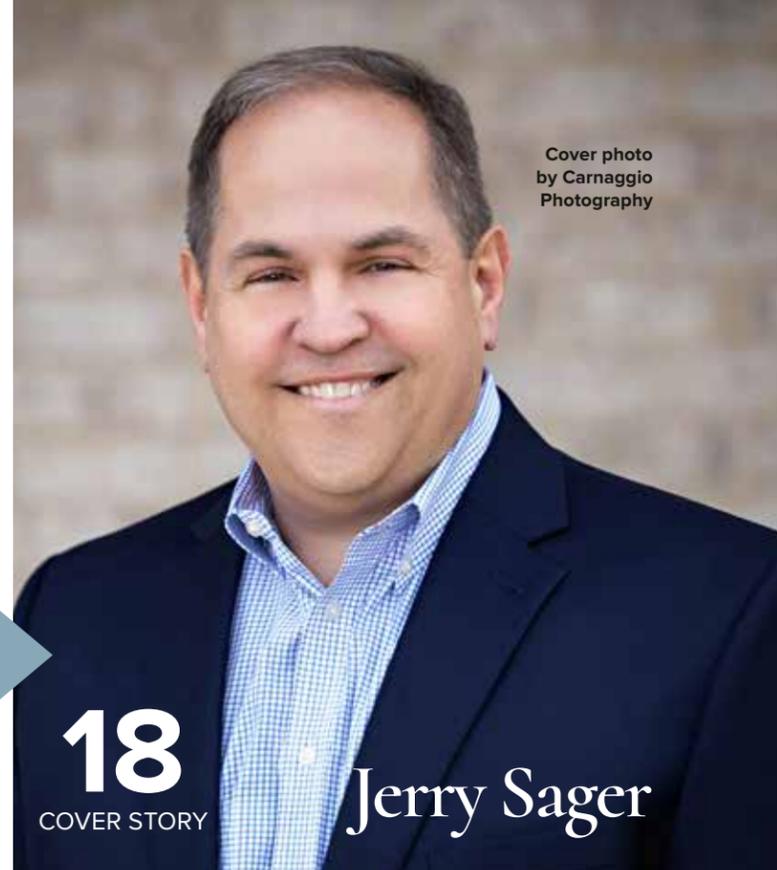
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18
COVER STORY
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Frank Carnaggio
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2026

BY THE NUMBERS

HERE'S WHAT AGENTS SOLD IN 2025

18,946



TOTAL TRANSACTIONS



44

AVERAGE DAYS ON THE MARKET



17

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AVERAGE SALES PRICE

\$350,416



\$285,000

MEDIAN SALES PRICE



TOTAL SALES VOLUME

\$6,638,984,399

Birmingham Real Producers Top 300 Agents



CONGRATULATIONS ON MAKING THE LIST!

Congratulations on making the Birmingham Real Producers 2026 Top 300 Agent list! The list is based on 2025 sales according to the MLS, and as part of this exclusive community of the top real estate agents in Birmingham, the top 300 agents will receive the magazine each month and be able to attend our exclusive events for agents and RP preferred partners in the city.

As part of the top 300 agents in Birmingham, you will also have your own

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WRITTEN BY ELIZABETH MCCABE
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PHOTOGRAPHY



In real estate, your day doesn't stop.

Between showings, open houses, client meetings, and paperwork, it's easy to put your own health on the back burner. But if you're not taking care of yourself, you can't take care of your clients or keep up with the demands of the job. That's where OsteoStrong comes in, helping professionals like real estate agents, and anyone in high-demand careers stay strong, agile, and energized.

"I haven't had hope like this in a very long time."

That's a sentiment the OsteoStrong team hears regularly, and it's not hard to understand why. For individuals struggling with bone loss, poor posture, chronic pain, or balance issues, OsteoStrong provides a natural, science-backed solution that strengthens the body, enhances movement, and restores confidence. People leave feeling lighter, more capable, and more in control of their health.

The results are measurable. Over 12 months, clients have reported up to a 14% increase in Bone Mass Density between DEXA scans. What's more? They experience decreased joint pain, improved posture, better balance, and enhanced agility. For many, these improvements translate into real independence, being able to move freely, avoid falls, and feel confident in daily life.

Community Impact

Owned and operated by Ashley and Matt Laird, a mortgage loan officer who is integrally connected to the real estate community, OsteoStrong Birmingham has become a hub for people looking to take charge of



their health. The Lairds opened OsteoStrong out of a desire to make a tangible impact on their community. "We wanted to create something that would help people maintain strength and independence as they age," Ashley says. "We help people age well," she says.

How does it work?

Unlike traditional gyms that focus on muscle bulk or endless cardio, OsteoStrong emphasizes musculoskeletal strength. The program is designed to strengthen bones, joints, ligaments, and muscles through controlled movements that trigger the body's natural adaptive response.

“
We wanted to create something that would help people maintain strength and independence as they age. WE HELP PEOPLE AGE WELL.



Weekly sessions are short and involve four proprietary machines that safely support and measure member-generated force required to build and maintain skeletal strength.

“This isn’t about how much time you spend at a gym,” Ashley explains. “It’s about applying the right amount of force to your body to stimulate growth where it matters most.” Best of all, it’s not super strenuous or hard. Small efforts over time lead to great results.

Real Results

OsteoStrong benefits a wide range of people. Those with osteopenia or osteoporosis, pre- and post-menopausal women, individuals recovering from physical therapy, and even athletes can all see results. Early intervention, starting as early as age 30, can prevent bone loss before it becomes a problem. For older adults, OsteoStrong offers a safe, non-invasive method to regain strength.

The Lairds have also brought cutting-edge technology to the Birmingham area. Their EchoLight system, an Italian innovation, provides a more accurate measure of bone density and fragility than traditional DEXA scans. It’s radiation-free and safe, giving clients precise insights into their bone health and progress over time.

OsteoStrong’s approach goes beyond machines. Holistic therapies, including Pulse Electro Magnetic Therapy®, full-body red light therapy, and Biocharger® sessions, support cellular health, circulation, tissue repair, and overall wellness.

Stay Strong

The impact extends beyond physical health. For professionals like real estate agents, staying strong, agile, and injury-free means being able to keep up with demanding schedules, lift boxes for staging, or navigate multiple property showings without compromise. The benefits ripple outward. Why? When you care for yourself, you’re better able to care for your clients, your family, and your community.

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With multiple locations across Alabama, including two in Birmingham, OsteoStrong has become a trusted resource for anyone ready to take control of their health. For real estate agents, busy professionals, and active adults, the message is clear: Don’t wait to take care of yourself. Start early, stay consistent, and the benefits will last a lifetime.

OsteoStrong is a place to strengthen your bones, improve your movement, and live a fuller, healthier life. Ashley encourages others, “Don’t put it off. Take care of you.” Preserve your health now for a brighter tomorrow.

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Holly Moody

eXp Realty



Career Built on Education, Ethics, and Integrity

“I’ve never met a stranger. I’m a talker. I have that kind of face where people want to tell me their life story. It’s difficult for my family to come to Walmart with me because everyone wants to tell me something.”

Holly grew up in Shelby County and married her high school sweetheart, beginning a partnership that has now spanned 49 years. Together, they raised two daughters and are now proud grandparents to five grandchildren, with the family spread between Alabama and Florida. That strong sense of family and continuity has remained a constant, even as Holly’s life took her across the country and beyond its borders.

Because of her husband’s career as an executive, the Moodys moved frequently, living in multiple states and even spending two and a half years in Paris, France. Those years of relocation exposed Holly to countless real estate transactions, agents, and markets—experiences that would later shape her career in ways she could not have anticipated.

Professionally, Holly was trained as a schoolteacher, and education was her first calling. Her final teaching position in California proved to be extremely stressful, and by the time the family relocated to Texas, she found herself burned out and ready for a change.

“I’m a perpetual learner, always like to learn. With our constant moving, I knew that I could be a REALTOR® just based on my experiences of working with different agents across the country. So when we moved from

California to Texas I was truly burned out on teaching and decided to go into real estate. I loved it and haven’t looked back since 2009.”

Holly entered the business without realizing the market was considered difficult at the time, yet still closed \$1.4 million in sales in her first year. From the start, she found joy not just in transactions, but in educating clients on the ins and outs of the process.

“I loved teaching the clients about real estate, and I found that my niche was either first-time buyers or older folks downsizing because they knew nothing about the market and I could use my teaching experience to teach them.”

Holly’s approach leaned into explanation, patience, and relationship-building, and she quickly discovered that real estate was less about salesmanship and more about people. Her outgoing personality helped as well; she has a natural ease with conversation and connection, something that has served her throughout her career. Over time, her interest expanded beyond selling homes to helping other agents succeed. When the owner of a new company encouraged her to pursue a broker’s license, she returned to school, earned the credentials, and found that she loved the role.

“Once I went back to school and got my broker’s license, I loved being the broker and helping new agents get started in the business. I’m a good problem solver and that’s what brokers have to do: solve problems.”

Since becoming a broker in 2012, Holly has held licenses and leadership roles in multiple states, including Alabama and Oklahoma, where she served as a broker for five years with a competing brokerage. Today, she has been with eXp Realty for five years and currently oversees approximately 900 agents. Her focus has shifted primarily to management, mentoring, and education, though she continues to sell to stay connected to the market.



“**I’m a perpetual learner, always like to learn.**”

With our constant moving, I knew that I could be a REALTOR® just based on my experiences of working with different agents across the country.”

“I try to sell at least one house a year for friends or relatives, because it keeps me in touch with what our agents are going through in working with buyers and sellers.”

Teaching remains at the heart of her work. Holly holds a real estate teaching certification in Alabama and regularly leads classes, often teaching twice a week. She emphasizes accessibility and communication, hosting broker chats where agents can ask questions and discuss real-world challenges. She makes a point to personally connect with agents when they join, ensuring they know she is available and invested in their success. To her, real estate is fundamentally a relationship business, whether that relationship is with clients or with agents themselves.

Holly is deeply passionate about eXp Realty. As a virtual brokerage, eXp allows her to work from anywhere in the world, while still remaining accessible to her agents. She values the company’s agent-centric model, the tools it provides, and the trust it places in its leadership.

“I’ve been with some franchised companies my whole career, but going to eXp six years ago was the best RE move I’ve ever made. I love the

independence that they give agents and me as a broker. They’re very good to us.”

As for her philosophy, integrity and honesty are non-negotiables for Holly. She stresses the importance of first impressions, realistic promises, and ethical behavior, believing that reputation is one of the most valuable assets in real estate. Her involvement with the Birmingham Association of REALTORS® as Vice Chair of the Grievance Committee and EXP’s internal Grievance Committee further reflects that commitment.

Outside of work, Holly enjoys life on the lake, spending summers boating and fishing. She and her husband enjoy playing golf, doting on their two dogs, Bo and Cooper, and traveling to attend their grandchildren’s baseball and basketball games whenever possible. These moments of family and recreation provide balance to a demanding professional life.

For Holly, success is not defined by volume or accolades. Instead, it’s measured by whether she has helped someone each day—whether a client, an agent, or a colleague—and by the sense of security she’s building for her family’s future.

Jerry Sager

Raising the Bar in Real Estate with Riverstone Realty Group - Keller Williams

WRITTEN BY
ELIZABETH
MCCABE
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At the end of one chapter comes the thrill of a new beginning. For Jerry Sager, that moment arrived in the summer of 2025. After six years of building Redhawk Realty Group, a partnership that had flourished but eventually diverged in vision, Jerry and his wife, Karen, launched Riverstone Realty Group under Keller Williams Hoover.

“We’re still great friends with my former partners,” Jerry explains. “We just had different visions for where we wanted to take our careers.”

Jerry’s career in real estate has been marked by rapid growth and consistent excellence. Starting as a solo agent, he quickly built a thriving practice. Last year, without additional agents initially, Jerry and Karen closed over \$52 million in sales, earning him the distinction of being the number three agent in the MLS and number one in Hoover, Alabama. As the new team grows with added agents and an administrative assistant, the focus remains clear: quality, not quantity.

A People-First Approach

Jerry’s foundation for success comes from a long career in retail. For 23 years, he worked at Lifeway Christian Stores, serving as a general manager and national music buyer. When Lifeway announced the closure of its retail division in 2019, Jerry faced a turning point. He had a decision to make.

“I thoroughly anticipated retiring from Lifeway,” he recalls. However, he never dreamed he would rise in real estate. “I never thought I would reach this level,”

“It’s not just selling a house. I want my clients to love their home, to feel that I helped them create a place for their family. That connection, that trust, is what keeps people coming back.”

he candidly comments. “But all that business experience—training, serving others, handling difficult situations—translated perfectly into real estate.”

Jerry approaches every client interaction with the same care and thoughtfulness he applied to managing a nationwide retail business. “This is really a people business,” he emphasizes. “It’s not just selling a house. I want my clients to love their home, to feel that I helped them create a place for their family. That connection, that trust, is what keeps people coming back.”





Karen is also fully licensed. She is deeply involved in the team and complements Jerry's role perfectly. While he is the face of the business, meeting clients and leading transactions, Karen manages operations, writes offers, and ensures that the backend processes run seamlessly. "She's the engine behind everything," Jerry says. "I focus on clients; she makes sure the process works right."

Jerry notes that partnerships, whether in business or in marriage, require alignment in vision and values. "We wanted a team that could live beyond me, something sustainable," he explains.

With Riverstone Realty Group, Jerry focuses on building long-term relationships. Referrals, client appreciation events, and personal touches are central to the business. "Staying ahead of the curve is important," he says. "We're constantly thinking about how to keep our clients connected and engaged. That's how the business continues to grow."

Even as the business expands, Jerry and Karen are committed to keeping it personal and accessible. They added team members and administrative support not to scale endlessly, but to ensure every client receives their full attention. "I probably maxed out what I could do myself," Jerry admits. "Bringing on people helps us serve clients better and allows me to focus on building relationships."

Work-Life Balance

Despite the demands of a high-volume real estate business, Jerry has prioritized balance. He and Karen make time to travel, enjoy the beach several times a year, and attend music performances. Music, a lifelong passion, is a constant in Jerry's life. He has played the cello for 40 years, performing weekly in an orchestra and drawing focus and calm from the notes on the page. "When I'm playing, I'm not thinking about inspection reports or contracts," he says. "I'm fully present."

"We're constantly thinking about how to keep our clients engaged. That's how the business continues to grow."



Travel is another shared joy. Where do they go? Jerry and Karen explore both beaches and mountains, often visiting their children. Their son lives in Boston, while their daughter joins them on beach trips in the summer. These getaways, Jerry says, help him recharge and bring renewed energy to his work. It's always nice to kick back and relax.

From Retail to Real Estate Excellence

Looking back, Jerry sees a clear throughline between his retail career and real estate success. "I was selling books, Bibles, and music, and now I'm selling homes to families," he reflects. "It's still about understanding people, meeting their needs, and creating experiences they'll remember." The foundation he built over 30 years in business set him up for this chapter.

For Jerry, this new chapter is just the beginning. With a small but highly capable team, Riverstone Realty Group is poised to redefine what success looks like in Hoover, Alabama, and beyond. Who would have guessed that selling Bibles would have created a cornerstone for future business success?

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Birmingham Real Producers celebrated the top 500 agents based on closed volume for 2025 as published in the Greater Alabama Multiple Listing Service at its Legends and Leaders event February 18, at the Signature Homes models at the 55+ community of Primrose at Everlee. Not only did these agents get recognized as the top of the top, they enjoyed great snacks from local favorite hot spots and drinks poured by our incredible vendor sponsors. We all laughed when we realized the list of the top 300 agents printed on oversized posters was THE WRONG LIST; it was 2024's top agents.

Of course, we celebrated our January and February cover agents, Stephanie Robinson and Melvin Upchurch.

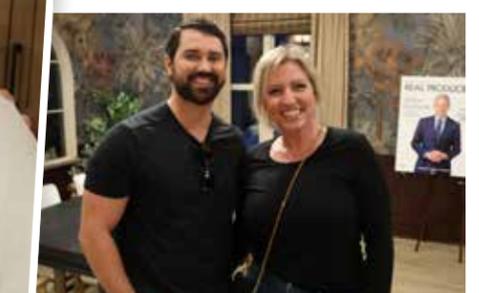
Stephanie holds the #1 agent spot again, having closed over \$100 Million in volume for 2025.

At the end of the evening when everything got quiet and all the clean up was complete, in walked Audie Hodges. He is a Methodist Pastor who came to spread the traditional Ash Wednesday ashes and perform a quick ceremony for Genny Williams, her family, Jacob, Madeline, and Jay. And, for Fluer Robinson, Jordan Hosey, and Brian Bell. We were all so touched by the special experience and the incredibly thoughtful gesture!

Thank you to our phenomenal vendor partners who sponsored the event, provided food, poured drinks, and who support the top in everything they do. Please send these sponsors a referral to thank you them: The Laird Lending Team (Matt Laird), Osteostrong, Karen Morse Health Insurance

Agency, Lambert Insurance Agency (Ashley Lambert), Redmont Home Loans - Leader One (Bryan Kitchens, Scott Moulton, Jason Cook, and Brady Moulton), RELI Title and Closing, Guild Mortgage (Adam Snable), and ACE Handyman Services.

Be on the lookout for our next event in April. Check your email!



What Is Birmingham Real Producers?

Real Producers started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. *Birmingham Real Producers* was launched in May 2023. Name a large city, and we are there or will be soon! In every market, we take the top 500 or 300 agents, depending on the size of the area, based on the MLS production, and we build an exclusive magazine around those agents.

We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform, and inspire, we put in the monthly publication. We strive to inform and inspire the top-producing real estate agents in the local market and connect them socially.

The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

Q: WHO RECEIVES BIRMINGHAM REAL PRODUCERS MAGAZINE?

The top 300 agents in Birmingham from the previous year. We pull the MLS numbers (by volume) from the previous year. Of all the residential agents licensed in this territory, we cut the list off at #300, and

the distribution was born. The list will reset at the end of every year and will continue to update annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the Top 300 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email Madeline Williams at madeline.williams@n2co.com with the subject line, "Nomination: (Name of Nominee)."

Please explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc.

The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR® /TEAM TO BE FEATURED? Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away!

We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online

community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One of many of the top agents has recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you know and want to recommend a local business that works with top REALTORS®, please email our owner to let us know at genny.williams@n2co.com



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