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FIVE NON-NEGOTIABLES for Success & Longevity in Real Estate

BY ROBERT ORSO

After years of publishing stories from some of the top realtors in the country—and listening closely to what actually sustains their success—one thing has become clear: longevity in real estate is not accidental. Markets change. Technology shifts. Interest rates rise and fall. But the agents who stay relevant, profitable, and respected decade after decade consistently practice a few foundational disciplines.

Drawing from the collective wisdom of elite producers across the nation, here are five non-negotiables that every realtor must embrace to achieve lasting success in this business.

1 / Build Relationships, Not Just Transactions

Top realtors agree: real estate is a relationship business before it is a sales business. Transactions come and go, but trust compounds over time.

The most successful agents prioritize genuine connection—with clients, fellow realtors, lenders, inspectors, and preferred partners. They follow up long after closing. They remember birthdays, life changes, and milestones. They show up to industry events not to sell, but to connect.

Longevity belongs to those who understand that referrals are earned through consistency, reliability, and character—not clever marketing alone.

2 / Operate With Integrity When No One Is Watching

6 • March 2026

Reputation is the most valuable asset a realtor owns, and it takes years to build but only moments to lose.

Top agents consistently emphasize doing the right thing—even when it costs time, money, or convenience. They communicate honestly, set realistic expectations, and advocate fiercely for their clients while respecting all parties involved in a transaction.

In an industry where shortcuts can be tempting, longevity belongs to those who choose integrity over expediency. The market never forgets who can be trusted.

3 / Master Your Systems and Treat Your Business Like a Business

The realtors who last are not just good at sales—they are disciplined operators.

They use systems for lead follow-up, client communication, marketing, and financial management. They track numbers. They know their cost per transaction, their conversion rates, and their annual goals. They don't rely on memory or motivation—they rely on process.

Burnout is common among agents who chase every opportunity without structure. Longevity belongs to those who build repeatable systems that allow them to scale, delegate, and breathe.

4 / Commit to Constant Learning and Adaptation

The best realtors never assume they've "arrived."

They study market trends. They stay current with contracts, technology, and consumer behavior. They seek coaching, attend conferences, listen to podcasts,

and surround themselves with people who challenge them to grow.

Markets evolve—and so must the agents who serve them. The realtors who thrive long-term are the ones willing to adapt without compromising their core values.

5 / Play the Long Game and Protect Your Personal Life

Perhaps the most overlooked principle among top producers is sustainability.

The realtors who last understand that success is not just about volume—it's about balance. They protect time for family, faith, health, and rest. They set boundaries. They learn to say no to opportunities that don't align with their long-term vision.

Burnout ends more real estate careers than market downturns ever will. Longevity belongs to those who build a life first—and a business that supports it.

Final Thoughts

Every top realtor's journey looks different, but the foundations are remarkably similar. Relationships. Integrity. Systems. Growth. Sustainability.

These principles don't just produce strong years—they produce strong careers.

At Real Producers, our mission is to highlight and support the professionals who embody these values and elevate the industry as a whole. As you plan for the seasons ahead, I encourage you to recommit to what truly matters and build a business that will serve you—and your clients—for years to come.

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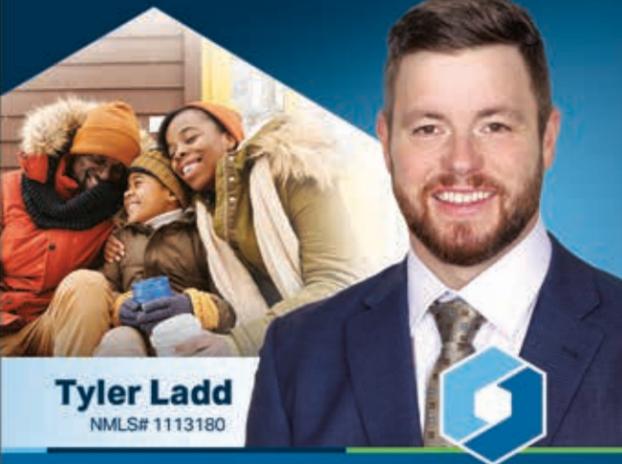


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BEAU DAVIS

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FORWARD IS THE
ONLY OPTION

BY REBECCA WILSON
PHOTO BY TRAVIS TANK

For Beau Davis, momentum has never been optional—it's been his way of life. Long before real estate entered the picture, he learned to survive, adapt, and succeed in demanding environments where hesitation wasn't an option, and results mattered. That same forward-thinking mindset now fuels one of the most productive real estate careers on the Mississippi Gulf Coast.

Always Moving Forward

Born in Hattiesburg, Beau spent his early childhood in Purvis before moving to Ellisville, where traditional schooling never quite fit. "I absolutely hated every second of school," he admitted candidly.

After dropping out in the ninth grade, Beau enrolled in the Youth Challenge Program at Camp Shelby. Despite his challenging academic start, Beau earned his GED and graduated as Salutatorian.

From there, he went straight to work—setting a pattern that would define his life. "I've been overly successful at every job I've ever taken on," he shared.

Those traits carried Beau into a 21-year career in offshore drilling, where he worked his way up to main well driller aboard a dual-activity deepwater drillship. Operating in high-risk environments taught him how to stay calm under pressure and solve problems quickly. "I enjoy solving problems," Beau explained. "Offshore, it was physical. In real estate, it's different, but there's always a solution. You just keep moving forward."



“I’VE BEEN OVERLY
SUCCESSFUL AT EVERY JOB
I’VE EVER TAKEN ON.”



No Hesitation

In 2020, while working offshore in Malaysia during the height of the COVID pandemic, Beau was faced with making a defining decision. With strict lockdowns, limited medical infrastructure, and extended rotations that sometimes lasted more than three months, he found himself in a career that no longer aligned with his life.

Recently divorced and raising a young son at the time, Beau knew something had to change. “My brother, Aritt Davis, seemed to be prospering in real estate,” he recalled. “So I told myself I could do the same thing. I knew I could be successful at it, and it would allow me to be home every night with my son.”

In 2021, he entered the real estate industry with confidence. Since joining REAL Broker, Beau has earned elite agent status every year—consistently ranking in the top tier of the brokerage for closed transactions. In 2025 alone, he closed 112 transactions totaling just over \$22 million in volume.

“In many aspects, this is the easiest job I’ve ever had. Then, at times, it can also be the most difficult,” he admitted. “I don’t define success,” he stated. “I just keep going and always try to do better than I did the day before.”

That mindset is evident in how he serves his clients. “When someone calls, I simply go,” Beau said. “Whether it’s a listing or a buyer consultation or a drive across the state, responsiveness is non-negotiable.”



Motion Creates Opportunity

Beau works throughout Mississippi, with a primary focus from Jackson to the Gulf Coast. While much of his business is concentrated in Jones, Forrest, Lamar, and Marion counties, geography has never been a limitation.

What sets Beau apart from other agents is not branding or flash—but availability. When asked what he finds most fulfilling about his real estate career, Beau doesn't hesitate. "Helping people who have little to no knowledge of the process," he explained. "There are a lot of moving parts, and clients need someone who will actually show up and guide them through it."

That same philosophy now fuels his next phase of growth. Beau is focused on maturing further in the business—expanding his reach, refining systems, and learning how to scale without losing responsiveness.

"I'm learning to let go of some things," he admitted. "You don't have to do everything yourself." It's a shift toward sustainability—without sacrificing intensity.

Continuing Forward

Outside of real estate, Beau's life revolves around his family. He's now the father of four children—two biological, Wyatt and Kadence, and two adopted from China, Evelyn and Anna. His time off is spent exercising, enjoying the outdoors, and connecting with family.

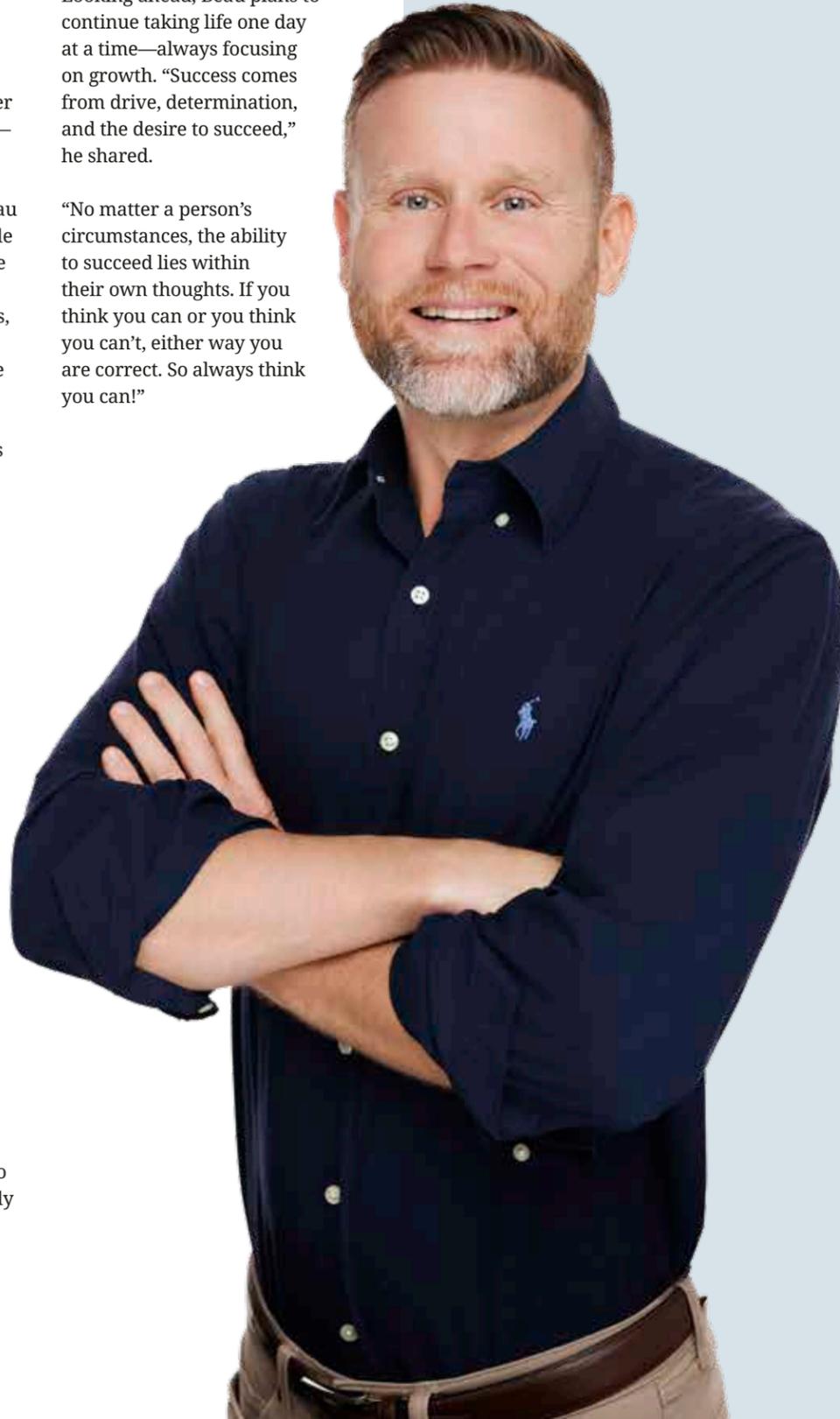
His household also includes two adopted stray cats, affectionately named Big Brother and Little Brother after their noticeable size difference.

While his schedule remains demanding, Beau and his family attend church when possible, keeping faith present amid such constant movement.

Looking ahead, Beau plans to continue taking life one day at a time—always focusing on growth. "Success comes from drive, determination, and the desire to succeed," he shared.

"No matter a person's circumstances, the ability to succeed lies within their own thoughts. If you think you can or you think you can't, either way you are correct. So always think you can!"

“YOU DON'T HAVE TO DO EVERYTHING YOURSELF.”



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ARRITT DAVIS

REAL
BROKER
LEADING
WITH
IMPACT

BY REBECCA WILSON
PHOTOS BY TRAVIS TANK



Built to Lead

Before real estate ever became part of his story, leadership was already at the core of who Arritt Davis is.

Originally from Purvis, Mississippi, Arritt graduated from South Jones High School before attending Jones Junior College and Liberty University. His early adult years were defined by service, discipline, and responsibility as he built a 20-year career with the Mississippi Army National Guard, retiring in 2017.

The experience gained while in the military shaped more than his work ethic—it shaped his entire worldview. “Service before self” was not just a slogan; it became a lifelong principle that still guides how he leads today.

While still serving in the military, Arritt stepped into entrepreneurship by launching a cleaning company. Through consistency and operational focus, he scaled the business to multiple six figures. “This naturally led me to real estate,” Arritt recalled.

What drew him to real estate had little to do with transactions or titles—and everything to do with impact. “My *why* is to break generational curses within

my family and to leave something more for my wife and children,” he shared.

That purpose-driven mindset carried Arritt into real estate in 2018—laying the foundation for a career defined not only by growth and success, but by service at every level.

Scaling with Purpose

Today, Arritt serves as Principal Broker and Team Leader with REAL Broker, overseeing a rapidly growing brokerage with a strong footprint across Mississippi.

With a main office in Pascagoula and additional locations in Petal, Hattiesburg, Brandon, and Columbus, Arritt currently supervises 80 agents statewide. What began as a leap of faith—launching REAL Broker in Mississippi with only three other agents—has grown into one of the most impactful brokerages in the state.

“Starting with myself and three other agents to launch REAL Broker in Mississippi has been one of the most rewarding parts of my career,” Arritt shared. “Not only have we grown to have 80 agents on our team in just four years, but

we’re also ranked in the top 25 brokerages within the entire state.”

The numbers serve as a clear indicator of that growth. In 2025, the brokerage closed 473 transactions totaling \$116.2 million in volume, with projections set at \$160 million moving forward.

What truly sets Arritt apart, though, is not scale—it’s advocacy. When asked what he is most passionate about in his business, he responded, “I recently worked with the Mississippi Real Estate Commission (MREC) to change a rule that will allow brokers in Mississippi to also run their own teams.”

“I am passionate about growing my brokerage and Connect Group with my partner, Jason McMichael. Through a recent merger, we’ve become the largest team in the state by both agent count and production,” Arritt added.

Rather than guarding opportunities, Arritt is known for collaborating across brokerage lines—something he believes is essential in a rapidly evolving industry. “It’s that willingness paired with my drive to keep up with emerging market trends that sets me apart in this industry,” said Arritt.





That forward-thinking mindset has helped position his executive leadership among the top in the industry, with REAL Broker's CEO recently ranking 15th on the Swanepoel Power 200—further validating the strength of the platform Aritt is building within.

Measured by Impact

Despite all of his aforementioned achievements, Aritt defines success much differently, saying, "I measure success by the number of people I'm able to help in this business—whether that's my clients, my agents, or agents and brokers anywhere."

"I measure success by the number of people I'm able to help in this business—whether that's my clients, my agents, or agents and brokers anywhere."

At his core, Aritt is a servant leader who is deeply committed to elevating others and creating the space needed for them to succeed.

That philosophy drives how he leads his brokerage, mentors agents, and shows up daily. He finds his deepest fulfillment in having a large impact on the lives of others—watching agents grow in confidence, income, and leadership while building sustainable businesses of their own.

To any agents looking to grow, Aritt's advice is both simple and powerful: "Obsessive consistency will fuel your success, but loving on others while you do so will also fill your cup." That balance between discipline and compassion defines Aritt's leadership style—structured, intentional, and deeply people-centered.

Outside of work, Aritt's life is grounded by faith, family, and connection. He and his wife, Keta, a mortgage lender with New American Funding, work together daily. Together, they share a blended family of five children, including a niece they adopted after the passing of Aritt's sister.



Their family includes Renzy and his wife Alyssa; Riley and his wife Mackenzie, along with granddaughter MJ; and Rayden, Kamden, and Aspyn—each a reminder of the legacy Aritt is working tirelessly to build.

When he's not leading his brokerage, Aritt enjoys riding the golf cart or boat with his wife, as well as spending time cooking and enjoying great food together.

He's also actively involved with Lighthouse Baptist Church and remains committed to strengthening his spiritual, emotional, and physical well-being in the future. Looking ahead, Aritt's professional vision is to grow Connect Group across many other markets and states.

Through growth, advocacy, and servant leadership, Aritt Davis continues to prove that real success isn't just built through volume—but through impact, purpose, and the people you bring with you along the way.





KAMERON BRELAND *Always Forward*

BY DAVE DANIELSON
PHOTOS BY YVONNE & CARL FALLO,
OUTLAW PHOTOGRAPHY

KAMERON BRELAND knew early on that the traditional path wasn't going to define his future. While many of his peers were focused on finishing high school and preparing for college, Kameron was already thinking several steps ahead — curious about business, opportunity, and how real estate could become a vehicle for long-term success.

Licensed at just 19 years old, Kameron entered the industry with a level of confidence, competitiveness, and discipline that immediately set him apart. Today, as a real estate agent with Ashman Mollere Realty, he continues to build momentum by combining energy, market knowledge, and integrity — a formula that has fueled success well beyond his years.

An Early Start with Intentional Focus

Kameron's journey began earlier than most. He graduated high school ahead of schedule, completed college coursework during his final year, and initially planned to pursue a traditional university route. But exposure to the real estate world — particularly wholesaling and investing — sparked a curiosity that quickly turned into action.

Encouraged by mentors who recognized his natural ability to sell and connect with people, Kameron enrolled in real estate classes in March, shortly after graduating. By the time he earned his license on September 9, 2021, he had turned 19 and was already balancing real estate with college coursework.

After experiencing early success in the business, Kameron made a pivotal decision: he completed his basic requirements and earned a business degree, but chose to fully commit to real estate rather than continuing down a conventional academic path. It was a calculated move — and one that paid off.

Competitive by Nature, Client-Focused by Design

Ask Kameron what drives him, and he won't hesitate to say it: competition. A lifelong athlete, he thrives in environments where winning matters — especially when it comes to his clients.

"I take it seriously," Kameron says. "I want my clients to win. And I want to win for them."

That competitive edge shows up in negotiations, deal structure, and creative problem-solving — but it's always paired with a deep sense of responsibility. Kameron approaches every transaction as a challenge to be mastered, bringing focus, preparation, and

relentless effort to each client relationship.

Finding a Niche and Owning It

While many young agents struggle to define their lane, Kameron understood early on that specialization would be key. With a peer group not yet ready to buy homes, he knew he'd need to build business beyond his immediate sphere of influence.

That realization led him to land and large-acreage properties — a segment many agents overlook. From expansive tracts of 300 acres to individual lots, Kameron carved out a niche that required deep market understanding and patience.





“IF YOU’RE HONEST WITH SOMEONE — EVEN IF IT MEANS TELLING THEM NOT TO BUY A HOUSE — THEY’LL TRUST YOU MORE THE NEXT TIME.”



By mastering this space, he built a reputation for dependability and expertise. Rather than trying to do everything, Kameron focused on doing one thing exceptionally well — and letting his results speak for themselves.

Integrity Over Transactions

To Kameron, real estate isn’t just sales — it’s reputation. He’s quick to point out that unlike impulse-driven purchases, real estate decisions unfold over weeks or months. Clients have time to think, reflect, and reconsider.

That’s why honesty and integrity guide every interaction.

“If you’re honest with someone — even if it means telling them not to buy a house — they’ll trust you more the next time,” Kameron explains.

His goal isn’t to pressure clients into decisions, but to build long-term relationships rooted in trust. He wants clients to remember that he showed up, answered the phone, worked tirelessly, and always gave them his best — even when it meant advising patience.

Energy, Knowledge, and Marketing Savvy

What truly sets Kameron apart is the blend he brings to the table. His high-energy presence is balanced by serious market knowledge and a strong foundation in marketing — the field he ultimately completed his college degree in.

Though young, Kameron invests heavily in his business, branding, and communication. He believes in being real with people, never overpromising, and delivering consistently.

“I bring energy,” he says. “But I also take knowing my market extremely seriously.”

That combination allows him to stand out in a crowded field — not by chasing transactions, but by building credibility and lasting relationships.

Advice for the Next Generation

For new agents entering the industry, Kameron offers advice shaped by experience beyond his years: be patient,

but relentless. Learn before you earn. Show up consistently — especially when it’s uncomfortable.

He emphasizes the importance of embracing discomfort, particularly for young agents surrounded by veterans with decades of experience. Growth, he believes, comes from staying present, staying disciplined, and trusting the process.

And above all, find your niche — then master it.

For Kameron Breland, success isn’t about age or shortcuts. It’s about preparation, integrity, and bringing everything you’ve got — every single time.



MATTHEW WILLIAMS

Secret Coast Security

PEACE OF MIND WITH INNOVATION

BY DAVE DANIELSON
PHOTOS BY ANNA KAY STOKES,
AK STOKES PHOTOGRAPHY

In a world where security often feels uncertain, one local entrepreneur is combining decades of family legacy with cutting-edge technology to help people feel safe and supported in their homes and businesses. Matthew Williams, owner of Secret Coast Security, isn't just in the business of alarms and cameras—he's in the business of peace of mind.

A Family Legacy in Security

Matthew is a third-generation security professional whose passion for protecting others runs deep in his DNA. "My grandfather started a security company back in the 1970s," he explains. "My dad worked with him for a while and later partnered with another professional in the industry. I joined them in 2007, and after 15 years of learning and growing in the field, I decided it was time to branch out and build something of my own." In 2022, *Secret Coast Security* was born.

But this wasn't just a business venture—it was a mission. "When I started the company, I wanted to do it right," Matthew says. "That meant putting the customer first, delivering the best service, and making security something people could actually rely on. My entire philosophy is about taking care of people."

Smart Solutions for Modern Life

And he's doing just that. *Secret Coast Security* offers a full range of residential and commercial protection solutions, from standard alarm systems to advanced, AI-powered security cameras.





“We offer fully monitored security systems and camera surveillance,” Matthew explains. “But we’ve also integrated smart home features to make people’s lives more efficient and safer. Our systems can manage thermostats, turn on lights, unlock doors—especially helpful in emergencies like fires.”

The Secret Coast Difference: Lifetime Warranty
What sets Secret Coast Security apart isn’t just its technology. It’s the way Matthew does business—with

transparency, integrity, and a personal touch that’s becoming increasingly rare in the tech-driven world. “When someone calls or reaches out, I personally schedule a time to visit their home or business,” he says. “We sit down, talk through their needs, and I custom-build a system that fits their goals. No one-size-fits-all packages. Just real solutions for real people.”

That level of attention to detail and care extends beyond installation. Every system Secret Coast Security provides is backed by a **lifetime equipment warranty**, a bold promise that reflects Matthew’s commitment to his customers. “Most companies will give you a few years of coverage and then charge for every little thing,” he says. “We do it differently. If you trust us with your safety, we’ll stand by that system for the life of it.”

“**MY ENTIRE PHILOSOPHY IS ABOUT TAKING CARE OF PEOPLE.**”

Built on Relationships, Not Just Transactions

This kind of service isn’t just about transactions—it’s about relationships. “I always want my customers to have a fantastic experience,” Matthew says. “I genuinely care. I want to do right by them to the best of my ability. Whether it’s protecting their home, their business, or just helping them sleep better at night, I take that responsibility seriously.”

Entrepreneurship in the Blood

Behind the success of *Secret Coast Security* is the quiet confidence of a man who grew up in a family of entrepreneurs. “When you grow up that way, you learn early on to do things the right way,” Matthew reflects. “It’s about integrity, consistency, and never cutting corners.”

Life Beyond the Business

When he’s not working, Matthew enjoys the things that bring joy and connection—cooking, baking, attending concerts, and comedy shows. “I like creating things, whether it’s a new recipe or a new security system. There’s a kind of creativity in both,” he says with a smile.



Looking to the Future

As more homeowners and business leaders on the Mississippi Gulf Coast turn to smarter, more integrated security solutions, Matthew and his team at Secret Coast Security are poised to meet the moment. Combining old-school customer service with state-of-the-art technology, they’re helping people protect what matters most—and feel good about it.

“I love what I do,” Matthew says. “Most of the time, people don’t buy a security system because they want one. They buy it because they want peace of mind. If I can help them feel safer, more secure, and more confident in their daily lives—that’s a win. That’s why I’m here.”



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FAQ

Welcome to *Real Producers!* Some of you may be wondering what this publication is all about, which is why we have created this FAQ page. Here, we will answer the most commonly asked questions from around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100% designed to be your voice!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in the Gulf Coast Area. We pulled the MLS numbers (by volume) from Jan. 1, 2022, through Dec. 31, 2022, in the MS Gulf Coast market. We cut the list off at number 300, and the distribution was born. For this year's list, the minimum production level for our group is \$5 million in 2022. The list will reset at the end of 2023 for next year and will continue to update annually.

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

A: The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners,

or even yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more.

A nomination currently looks like this: Email us at robert.orso@realproducersmag.com with the subject line "Nomination: (Name of Nominee)" and explain why you are nominating the individual. Maybe the person has an amazing story that we need to tell, or perhaps someone overcame extreme obstacles, is an exceptional leader, has the best customer service, or gives back to the community in a big way. The next step is an interview with us to ensure a good fit, and then we put the wheels in motion for our writer to conduct an interview and for our photographer to schedule a photo shoot.

Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT, OR TEAM?

A: Zero, zilch, zippo, nada, nil. **The feature 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?

A: Anyone listed as a preferred partner in the front of the magazine is a part of this community and 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 or many of you have recommended every preferred partner you see in this publication. We won't even meet with a business that you have not vetted and stamped for approval, in a sense. Our goal is to create a powerhouse network for the REALTORS® and agents in the area and for the best affiliates so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top real estate agents, please let us know. Send an email to robert.orso@realproducersmag.com.



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