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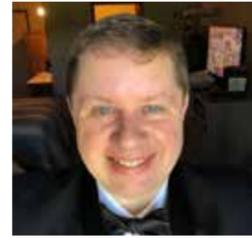
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FIVE NON-NEGOTIABLES for Success & Longevity in Real Estate

BY ROBERT ORSO, PUBLISHER

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

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.

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Building Something
Meaningful



BY RON SIVAK
PHOTOS BY BRANDON MORGAN,
DREAM HOME PRODUCTIONS

Mobile Bay Real Producers' Spotlight Vendor for March, Laurel Flowers, has never been one to sit still. From her upbringing in Saraland to leading one of the region's most community-driven insurance agencies, her path has been shaped by determination, faith, and a genuine desire to serve others.

A Mobile native, Flowers grew up in Saraland and attended Satsuma High School, where she immersed herself in academic and social activities alike. She was a four-year cheerleader and co-captain her senior year, involved in honor society, volunteer groups, and student organizations and graduated near the top of her class. For Flowers, school was about more than grades - it was about involvement, connection, and challenge.

That mindset was clear during her senior year, when she fractured her foot at cheerleading camp just days before her final opportunity to try out for an All-Star UCA cheerleading team. Doctors advised her not to compete. She did anyway, completing the routine in a boot and landing a toe touch that surprised judges and competitors alike, and became an All-Star. "It was my last chance," she said. "I wasn't going to let a broken foot stop me."

Flowers carried that determination into college at the University of Mobile, where she earned dual bachelor's degrees in mathematics and business finance before adding an MBA through the school's accelerated five-year program. Even then, she was already building a career.

Her introduction to insurance began during her senior year of high school as a receptionist in a Daphne office. With no prior knowledge of the industry, she learned on the job, earned her license before college, and quickly realized she had a talent for explaining complex topics in clear, straightforward terms.

"I didn't know how to be salesy," she said. "I just told people the truth and helped them understand what they were choosing."

Mentored by a longtime local agent, Flowers learned the business from the inside out, including the value of ownership and flexibility. That perspective shaped her long-term goals early on.

After graduate school, Flowers entered State Farm's agent aspirant program. When no agency opportunities were available locally, she followed what she describes as a clear calling from God to Nashville. There, she worked downtown under an experienced agent, refined her business plan, and prepared to open her own office. Two years later, the opportunity she had been waiting for opened back home.



Flowers returned to Mobile County in late 2016 and officially opened Laurel Flowers Insurance and Financial Services in March 2017. Like most startups, the early days were challenging. Marketing plans had to be reworked, expectations adjusted, and lessons learned quickly. One of the most impactful came from understanding the strength of a close-knit community.

"When we stopped offering referral cash incentives and simply asked for help, everything changed," she said. "People here genuinely want to support you."



That approach fueled early momentum. In her first year, Flowers was named one of State Farm's Top 100 New Agents nationwide. She has since earned multiple company honors, including Chairman's Circle recognition, placing her among the top 10 percent of nearly 20,000 agents nationwide, along with Ambassador Club and Honor Club distinctions.

Her influence extends well beyond production metrics. Locally, Flowers has been recognized as Saraland Small Business of the Year, received the Outstanding Service Award from the Saraland Chamber, and was the sole Alabama recipient for Outstanding Community Engagement in 2022. She has also been nominated three times for Saraland Citizen of the Year and, in 2025, named one of the Inspiring Women of the Coast.

Today, Laurel Flowers Insurance and Financial Services is supported by a team

of eight licensed representatives, two client concierge team members, and a college intern. Community involvement stays central to the agency's culture. The team regularly partners with and supports organizations such as Fostering Together Gulf Coast, the Gulf Coast Women's Resource Center, Samaritan's Purse, and Ronald McDonald House. Flowers volunteers weekly, teaches parenting classes, and serves on nonprofit and chamber boards.

That same service-driven philosophy shapes the agency's 2026 marketing initiatives, particularly for real estate professionals. Flowers has expanded her referral partner program to focus on providing real value by hosting three events annually. Recent examples of this have been offering professional headshots, a business and time management coaching seminar and an evening networking gathering designed to strengthen relationships and support long-term growth.

“I didn't know how to be salesy. I just told people the truth and helped them understand what they were choosing.”

Flowers has also expanded her community outreach through the *What's Up Saraland* podcast, which she co-hosts to spotlight business owners, nonprofits, and community leaders making a difference across North Mobile County.





“I wanted to build something meaningful.
For my clients, my community, and my family. If I’m doing that, everything else falls into place.”

Looking ahead, Flowers hopes to eventually open a second office in Mobile County, continue expanding financial services offerings, and deepen her agency’s community impact, all while staying rooted in the values that brought her back home.

“I wanted to build something meaningful,” she said. “For my clients, my community, and my family. If I’m doing that, everything else falls into place.”

For Laurel Flowers, success is measured not only in growth or recognition, but in service - and in the community that continues to support her journey.

LAUREL CAN BE CONTACTED AT (251) 675-4736 OR LAUREL@SFAGENTFLOWERS.COM



At home, Flowers and her husband, Bradley - whom she met while opening her agency - are raising a growing family. With children Kleighton, Luke, Calvin, and another baby on the way (Lucy), family stays at the center of everything she does. Wednesdays are reserved for staying home with her children, a balance she credits to a strong team and the flexibility she once envisioned as a young agent.

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BROOKS + HON Beck

WINNING TOGETHER

BY JESS
WELLAR
PHOTOS BY
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If Barbara Corcoran of Shark Tank endorses your business, you know you have something special. But Brooks Beck and his wife, Hon, have other priorities that take precedence these days. As the owners of Beck Properties Real Estate, launched last January, the couple are focused on bringing other agents up with them.

“Success is the impact you have on others around you,” Brooks begins. “We strive to have our agents break records of their own before we look at ours.”

Entrepreneurial Roots

Beck Properties is the result of years of shared risk, hard-earned lessons, and a partnership forged long before real estate entered the picture.

Brooks and Hon first crossed paths while Brooks was working in the fitness industry, calling on local businesses to drop off

marketing materials. Hon was managing a salon at the time — and negotiated more than Brooks expected out of their first encounter.

“She agreed to let me drop off marketing materials with the caveat that the manager would get a free gym membership,” he laughs. “Then she finagled her way into getting free gym memberships for all of her co-workers!”

Eventually, the love-struck couple would go on to own and operate two full-service salons together for seven years, learning firsthand what it takes to run a business side by side, while Brooks also juggled a job in telecommunications with Verizon Wireless.

They both had a passion for real estate and obtained their real estate licenses while working at the salons — Hon in 2014 and Brooks in 2018 — but neither used them much.

“I was interested in real estate even as a kid because my parents enjoyed going to open houses,” Brooks recalls. “And Shulanda Franks sold us our house that we still live in today, and she would always encourage Hon to get her license after Hon would give her numerous referrals.”

Everything changed after another venture — a franchise café — became what Brooks candidly describes as a costly mistake. “It was the worst business decision we’ve ever made, and it put us at rock bottom,” he admits. “We knew whatever we did next, we had to hit a homerun.”

That moment became the turning point. The Becks committed fully to real estate, believing it could be the vehicle to build something lasting for their family — and eventually, for others. But getting started from scratch wasn’t easy.



carried into ownership and has become a defining strength of Beck Properties, allowing clients and agents alike to feel both supported and understood.

“We’re open and incredibly approachable — and that’s not an act,” Brooks states. “I’m bald and covered in tattoos, so I guess I give off a certain look. But in reality, I’m extremely open and welcoming.”

A Brokerage Built Around People

From day one, Beck Properties was designed as an agent-first environment. Though each agent operates independently, collaboration is baked into the culture.

“We are very involved with each other’s deals,” Brooks explains. “We all support each other to market each other’s properties — you don’t find that very often.”

That mindset has helped the brokerage grow organically to a dozen agents, plus Brooks and Hon, without sacrificing culture. “We’re always exploring new agents and welcoming an interview,” Brooks points out. “But we don’t actively recruit; we’re just trying to grow naturally and at a controlled pace.”

There’s no rigid checklist for who belongs at Beck Properties either; but fit matters more than volume.

“We showed up at the brokerage we were at the time and would just sit there every single day with nothing to lose and everything to gain,” Brooks remembers. “Thankfully, Jeanice Durgin was in the office every day as well; she would call us over to hear different ‘case studies’ as she talked on the phone and was very supportive.”

Different Strengths, One Vision

Today, Brooks serves as the qualifying broker while Hon co-owns and co-leads the brokerage alongside him. While their personalities differ, their roles complement each other seamlessly.

“Hon is very outgoing — she’s the people person who goes out and gains business by networking,” Brooks explains. “She’s not afraid to hear no.”

Brooks, on the other hand, thrives behind the scenes, leaning into strategy, analytics, and lead generation.

“I like gaining new business from people we don’t know by calls and mailers,” he grins. “But Hon forces me to be more social, which is good for me.”

Together, Brooks and Hon’s balance reflects the momentum they have



“**We are very involved with each other’s deals. We all support each other to market each other’s properties — you don’t find that very often.**”

“It has to be a great feel for both parties,” Brooks emphasizes.

Visibility With Creativity

While many brokerages lean heavily into social media, Brooks and Hon approach marketing with the intention to avoid imitation.

“We try to branch out and do things differently,” Brooks explains. “We follow a lot of Realtors nationwide and are always trying to get creative.”

Their partnership with RATE has expanded their reach to regional television and radio, and that exposure eventually led to something unexpected: an endorsement from Shark Tank’s Barbara Corcoran. The couple even flew to New York to shoot promos with her.

“Barbara really believes in us — and as far as I know, we’re the only Alabama Realtors endorsed by her,” Brooks notes with pride. “Moreover, because of our partnership with RATE, our radio jingle is sung by Gary LeVox, the lead singer of Rascal Flatts.”





“
Our motivation
is derived from
the happiness
of our kids.
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spend more
quality time
with them than
we ever could
in our past
businesses.”

Even so, recognition isn’t the end goal. Community impact remains central, with the couple previously cooking dinner for the Ronald McDonald house, a place where family members and visitors of patients at Mobile Women and Children Hospital can find some relief from being inside the hospital.

This past Christmas, Beck Properties also participated in a Senior Santa program where they went and sat down with each Senior to write down a wish list for each.

“To do this our agents went to the assisted living home and spoke with the administration there and the Seniors,” Brooks explains. “They told our team who was who and what they wanted, whether it be socks, snacks, personal care items etc.”

Family Front and Center

At home, Brooks and Hon are raising two daughters — Kailee, 7, and Jovi, 5 — alongside Finn, their two-year-old Labradoodle who’s become a familiar face around the office.



during warmer months, hunting trips in the fall, and annual travel in place of traditional Christmas gifts.

“This summer, to mark our 10th anniversary and a few other milestones, we’re probably going to do a big trip — possibly to Vietnam,” Brooks grins.

Lofty Ambitions

There’s no denying Beck Properties’ first year has already set a strong foundation. Looking ahead, Brooks has set a clear brokerage benchmark for the year to come, aiming for 200 transactions and north of \$56 million in total volume — not by rapid expansion, but by challenging the existing roster of agents to elevate their own production and take ownership of their growth.

“Market conditions are improving and I want to light the fire under our agents,” Brooks concludes. “That’s why I’m putting a hard number out there with the intention to hit those goals.”

“Our motivation is derived from the happiness of our kids,” Brooks shares. “We’re able to spend more quality time with them than we ever could in our past businesses.”

Outside of work, the Beck family embraces everything the Gulf Coast offers — boating in Orange Beach

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Michelle & Tracie BIGLER SWEAT

BAYSIDE REAL ESTATE GROUP

Building It Right, Together

BY REBECCA WILSON
PHOTOS BY TYLER BONNER, CAPTURE BY TYLER

Rooted in Purpose

For Michelle Bigler and Tracie Sweat, real estate has never been about transactions alone—it's always been about people, purpose, and building something that lasts. As co-owners and Brokers in Charge of Bayside Real Estate Group in Fairhope, Alabama, their partnership reflects a shared belief: success is built intentionally, through care, relationships, and integrity.

Michelle's path into real estate began in 2005, shaped by a background that blended psychology, marketing, and entrepreneurship. Originally from Irvington, Alabama, she studied psychology, which later became one of her greatest professional assets.

"Understanding people, communication styles, and decision-making is something I rely on every day," Michelle shared. Having previously owned an advertising agency and retail companies, she learned how to build brands, serve clients, and run sustainable businesses.

Tracie's professional journey began differently, but was guided by the same people-first mindset. Originally from Wake Forest, North Carolina, she earned a sociology degree from North Carolina

State University before spending 16 years in the banking industry.

That experience gave her a deep understanding of finance, structure, and trust—skills that naturally led her to enter the real estate industry in 2014. "Buying or selling a home isn't just a transaction—it's emotional, personal, and often life-changing," Tracie said. "Being trusted with something that important is a responsibility I don't take lightly."

Though their paths were distinct, both women were drawn to real estate for the same reason: the opportunity to walk alongside people during pivotal life moments—and to do so with honesty, care, and intention.

Built Through Experience

Michelle entered the industry during one of the most challenging periods in real estate history—the market crash. Rather than letting it discourage her, she credits that timing with shaping her resilience and leadership style.

"Starting in the hardest season turned out to be one of my greatest advantages," she recalled. "It taught me how to adapt, innovate, and create opportunity instead of waiting for it to find me."



Alongside her work with buyers and sellers, Michelle invested in and flipped properties. Doing so helped her develop a keen eye for potential and a deep appreciation for the full lifecycle of real estate. Combining that with her marketing background gave her a strategic edge—particularly in new home developments and large-scale projects across Fairhope and Orange Beach.

At the heart of Michelle's career is her family. She's been married to her





husband, Bruce, for 13 years. Together, they share a close-knit blended family. Her son, Daniel, lives in New York City with his fiancé, Jack, while her daughter, Weslyn, lives locally and works closely with Michelle, handling marketing and social media for the brokerage.

Michelle and Bruce also share a son, Maxwell, whose special needs have deeply shaped Michelle’s perspective on advocacy, patience, and purpose. “Supporting him has changed the way I show up—in business and in life,” she shared. Their family also includes Bruce’s son, Donnie, his wife, Mykel, and their daughter, Ellison, whose arrival last fall brought even more joy into their lives.

While Tracie’s years in banking prepared her for the responsibility and precision required in real estate, it was motherhood that ultimately clarified her purpose. She wanted a career that allowed her to build something meaningful while remaining fully present for the moments that matter most.

Married to Nick Cooper, Tracie is raising her sons—Ballard, Downing, and Murphy—at the center of everything she does. From coaching teams to cheering at the sidelines, her role as a mother has



shaped not only her priorities but her leadership style as well.

“As long as I never had a *plan B*, it pushed me to be my best,” she shared. “My parents taught me grit, and I wanted my boys to see that you can work hard, serve others, and still be fully present.”

Together, Michelle and Tracie bring decades of combined experience into every decision they make—grounded in perspective, shaped by real-world

challenges, and strengthened by life beyond the office.

Leading with Intention
Founded in 2025, Bayside Real Estate Group was born from a shared vision to create a boutique brokerage built on integrity, collaboration, and excellence. Today, the firm is home to 10 full-time agents and three referral agents, with a projected volume of \$75 million this year.

Michelle leads with a focus on culture and client experience. “I wanted to create the kind of brokerage I always wished existed,” she explained. “One that feels personal, elevated, and genuinely welcoming—where clients feel like family from the very first conversation.” Her leadership prioritizes five-star service, thoughtful communication, and long-term relationships rather than quick wins.

Tracie complements that vision with a steady, intentional approach to growth. “Growth matters, but the right growth matters more,” she emphasized. “I’m focused on building something meaningful that lasts—with the right people, the right values, and the right heart.” Quality over quantity guides her leadership, ensuring that agents and clients alike feel supported, confident, and cared for.





As brokers, both women are deeply hands-on—mentoring agents, advocating for clients, and leading by example. They don't see other agents or brokerages as competitors, but as collaborators within a larger professional community.

"Real estate is about the relationship, not the paycheck," Tracie shared—a philosophy echoed in every corner of Bayside Real Estate Group.

Defined by Impact

Despite impressive production of over \$52 million in total brokerage volume last year, Michelle and Tracie define success far beyond numbers.

For Michelle, it's about building a life and business that reflects her values. "If I'm growing, giving back, creating stability for my family, and helping others step confidently into their next chapter, then that's success," she described. Tracie measures success by impact and longevity. "It's not about how fast we grow, but about the relationships we build and the trust we earn along the way," she added.

Outside the office, both women are deeply devoted to both family and community. Tracie serves on The Lighthouse Board and is passionate about giving back through causes close to her heart, including St. Jude.

Michelle is actively involved with IMPACT 100 and serves on the board of Eastern Shore Repertory Theatre, where her love for the arts and advocacy for young creatives continues to flourish.

"If I'm growing, giving back, creating stability for my family, and helping others step confidently into their next chapter, then that's success."

Beyond real estate, Michelle's creativity finds expression through her love of the arts, travel, and design. She shares a deep bond with her son, Daniel, through their mutual appreciation for art, fashion, and cultural exploration—often traveling together and drawing inspiration from new places and perspectives. From New York City to destinations abroad, those experiences continually influence how Michelle sees the world, approaches design, and brings creativity into both her life and her work.

Looking ahead, Michelle is excited about continued development projects and growing the brokerage alongside an aligned team and trusted partner. Tracie's focus remains on building the brokerage by investing in people, culture, and faith-driven leadership.

Together, Michelle Bigler and Tracie Sweat are proving that when leadership is built on intention, care, and collaboration, success will naturally follow. At Bayside Real Estate Group, they aren't just building a brokerage—they're building something that will truly last.

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FINDING HER CALLING

KRISTIAN CALVERT

BY ASHLEY HORN
PHOTOS BY BRANDON MORGAN,
DREAM HOME PRODUCTIONS

Kristian Calvert is a REALTOR® with Beck Properties Real Estate. Being licensed since October 2018, she said once she tried working in real estate, she has loved it ever since.

She said being supported by her company is the welcome encouragement she needed and then making her clients happy. “I love seeing the relief and happiness on my clients faces when we get to the closing table,” she said. “I know it sounds so cliché, but that’s my motivation to keep pushing through the bad that comes with some transactions.”

Finding Her Place

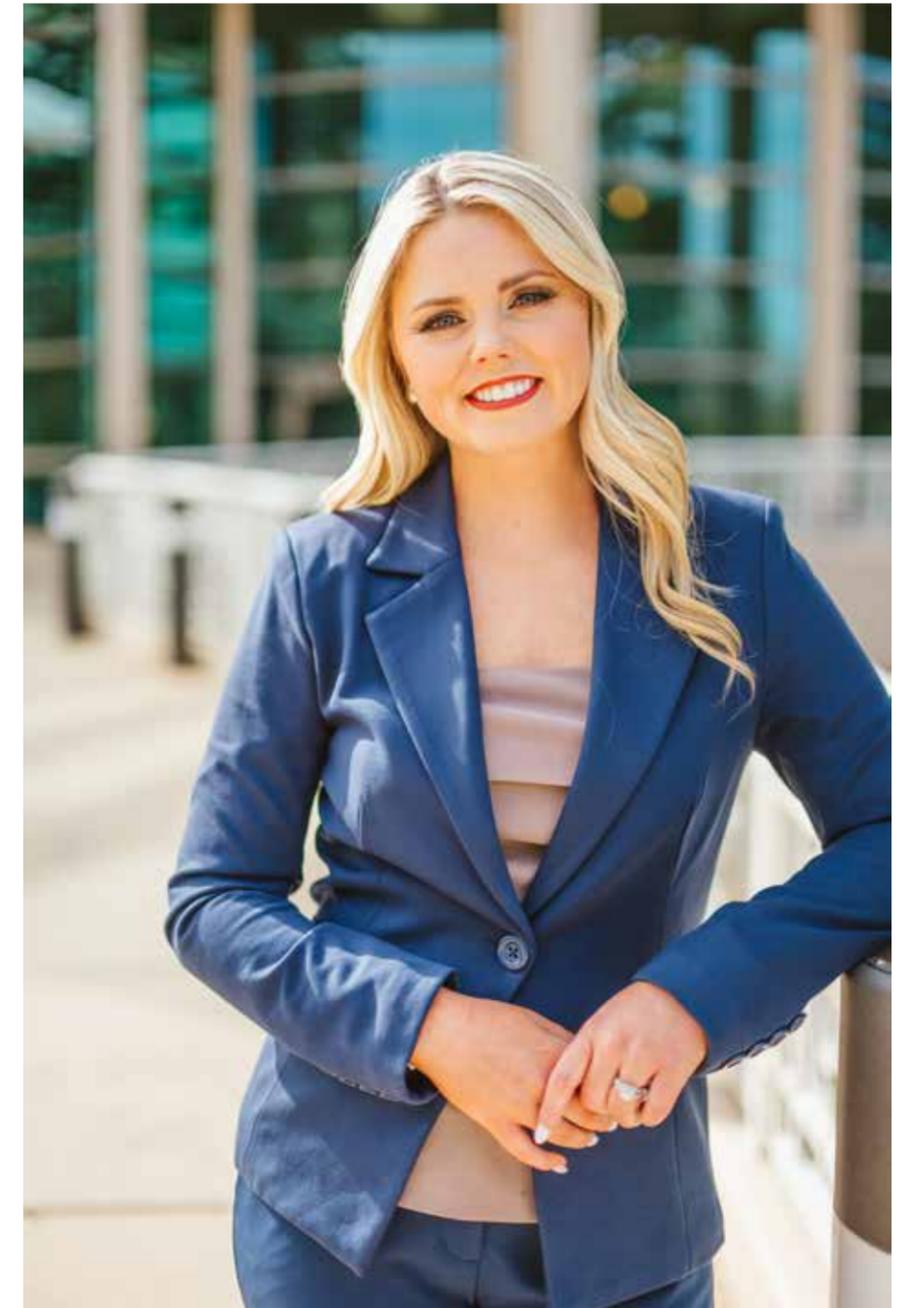
Since getting her license, Calvert said she tried many brokerages and loved and learning something from each one, until she found Beck Properties.

“While yes, I have felt like family at other brokerages, Beck Properties has become my home away from home,” she explained. “When I interviewed Brooks & Hon, I already had a vision in my head of what I wanted my future to look like.”

“At my first brokerage, I got a lot of great training as a brand-new agent even though I was only part time. My second brokerage I learned structure and how to build up my business, and they pushed me to go full time. I was successful with my second brokerage and was able to step away from my part time job at the time and go all in. At this point, I was able to start a family with my husband.”



While yes, I have felt like family at other brokerages, Beck Properties has become my home away from home. When I interviewed Brooks & Hon, I already had a vision in my head of what I wanted my future to look like.”



“Fast forward four years and after having kids, I fell into a deep dark hole and forgot my “why” in real estate. I became unmotivated.”

“Then I got a phone call from an agent wanting to take me to get coffee and I felt she was trying to recruit me. I almost didn’t go, but I did. I met her and loved everything she had to offer me. So, I swapped companies; something I never thought I would do again.”

“I learned a lot of things you should do and not do the year I was at this new brokerage. It was exactly what I wanted and it felt like a perfect fit. But things don’t last sometimes, so I started looking for another brokerage.”

“I interviewed six companies, six, as I was determined I was not going to stop searching for that ‘perfect fit’ until I got that ‘you’ll know when you know’ feeling.”



reality. In the short six months I have been at Beck, I have already grown so much as an agent more than I ever thought I would.”

“They push me to be extraordinary. They keep me motivated. They support me. They hear me. They see me. They see my potential and help me grow instead of seeing my potential and don’t hold me back. THAT is why I chose Beck Properties Real Estate.”

Calling Mobile Home

Originally from Mobile, Calvert said she originally chose a path in the medical profession. “I went to school to be an ultrasound technician but immediately figured out the medical field was not for me.”

However, in real estate she found a calling. “Mobile is full of genuine and nice people,” she said. “There are



“When I went on my appointment with Brooks & Hon Beck, I didn’t want to leave. I was quite nervous because their name holds so much respect and I honestly did not think they would want somebody like me, but our conversation flowed so well. For the first time ever in this industry, I told them my dreams and what I wanted my future to look like, and they listened to me. They pushed me to act on the things that are going to make my dreams become





Mobile is full of genuine and nice people. There are so many strangers out there rooting for you and will support your small business more than any friend or family member would.”

were really close growing up. He tells everybody I'm his second mom.”

“I married my high school sweetheart, Christopher, and we now have two beautiful little girls, Kamryn & Cathryn, who are 18 months apart and an angel baby who would have been turning five this year. I am a “husbands’ girl.” He is my absolute best friend.”

Finding Time for Fun

When asked about how she spends her spare time she exclaimed, “what spare time?”

She said working full time as an agent and a mom of two toddlers and married to an operator who works shift work is difficult to navigate. “I try my best to create fun memories for the girls, like outdoor experiences (playgrounds, the park, splash pads, etc.) or creating fun memories at home like building fun forts in the living room, singing and dancing around to the girls’ favorite songs at the time, doing nails, coloring, walking around the neighborhood, etc. All the things me and my husband couldn’t really get to do when we were younger.”

Finding Her Place

Calvert said she lives by the motto “stop in the moment, enjoy it, and take it in before it passes you by.” She doesn’t seem to be stopping and continues to rise to the occasion to elevate herself and her family.

so many strangers out there rooting for you and will support your small business more than any friend or family member would,” she said. “I feel like we have a lot of community events for the public to come to. You don’t realize how many talented people you have around you in your own neighborhood. I love the amount of love and support this community gives to everybody around them.”

Creating Fun

Besides real estate, Calvert loves graphic design. “I love creating fun coloring

books for the kids when I have spare time. Me and my best friend, Destiny, own a party rental business where we rent out a bounce house, high chair, egg chairs, balloon arches, all the things to make a party aesthetically pleasing.”

Family Life

Calvert said she has a huge family and the stories she could tell would be enough to write a book. “My mom, Brandy, is my absolute best friend and I wouldn’t be here today if it wasn’t for her. I have a half-brother, James, who is only two years younger but we

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KAYLA

LAMBERT

HONEY BEE CLEANING

Helping Families By Being A Breath Of Fresh Air

BY ASHLEY HORN
PHOTOS BY STEPHEN HINDS,
EYESKY PHOTO & VIDEO

In business since July 2018, Honey Bee Cleaning offers cleaning services to residential, small business and short-term rental clients.

Owner Kayla Lambert and her employees service Mobile and Baldwin Counties and some Mississippi clients.



Lambert explained she started her business after a life-changing experience.

“In 2017, I was pregnant with my second child and working two jobs,” she said. “After having my daughter, the jobs I had weren’t

enough. I’ve always loved helping others, so I started cleaning houses on the side. When my corporate job started demanding too much of me, I decided that I would focus solely on the cleaning business and gaining clients.”



and meeting the families that call those places home.

“Most of the homes we clean for are for families that are so busy they just need to be able to take a breath and enjoy their families, instead of having to struggle with housework,” said Lambert. “Or maybe it’s someone having a baby that is stressed and needing to focus on bringing life into the world.”

As for the future, Lambert said she would love to expand and branch out her business.

“As I have learned over the last seven years, expanding that part of the business will take time,” she added. “Finding the right cleaning technicians that also have a passion for service is hard.”

Eight years later, Lambert is thrilled to have started and continues to grow a successful career doing what she loves to do.

“Serving the Gulf Coast we get to meet so many different people,” she said. “People from up north who have moved down here, other southern states, people traveling through.”

The name of the business came from Lambert’s love of bees and what they mean to her. “The bee is a powerful being that works hard, designs and creates a hive - a life source for others.”

Also, she loves visiting and cleaning the many beautiful homes in the area and seeing the rich history of lower Alabama





“My favorite part of the job is helping the mother who just needs a break, and we do that by helping them and giving them that break. And I think of others who are struggling to just be able to get their kids out the door in the morning. Knowing we can help provide that sense of calm and being a breath of fresh air is important.”

What sets her business apart is that Lambert really loves helping families focus on their own families instead of housework. “God is the head of our business,” she said. “We are living a life of service. We pride ourselves on giving families a helping hand.”

“My favorite part of the job is helping the mother who just needs a break, and we do that by helping them and giving them that break,” she adds. “And I think of others who are struggling to just be able to get their kids out the door in the morning. Knowing



we can help provide that sense of calm and being a breath of fresh air is important.”

Lambert said her biggest challenges are finding good, dependable help and pricing her services appropriately. “Having a housekeeper is a luxury that not everyone can have, but having that peace of mind knowing one more thing is off your families’ plate is priceless and can free up your time to focus on what matter,” she added. “That to me, is priceless, and worth it.”

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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 Mobile Bay Area. We pulled the MLS numbers (by volume) from Jan. 1, 2021, through Dec. 31, 2021, in Mobile and Baldwin Counties. 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 \$7 million in 2021. The list will reset at the end of 2022 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.

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