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MARCH 2026

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The Anti-Agent

Nelson Taylor

Writing His
Own Story
Through
Unreasonable
Hospitality

Agent to Watch
KEITH ST. JEAN

Partner Spotlight
VICTOR MACEDO
AT ROCK HARD
QUARTZ & GRANITE

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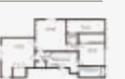
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A RISING TIDE IN THE OCEAN STATE

WHY PROVIDENCE'S NO. 4 NATIONAL RANKING CREATES OPPORTUNITY FOR EVERY MARKET & EVERY TOP PRODUCER IN RI

If you haven't already felt the shift, the data now confirms it: Providence has been ranked the **4th hottest housing market in America for 2026**. Rankings like this don't happen by accident—and they don't last forever. For Rhode Island's top producers, this moment represents both validation and opportunity.

So why Providence, and why now?

The drivers are clear. Relative affordability compared to Greater Boston continues to fuel inbound demand, particularly among suburban-to-urban movers seeking walkability, culture, and shorter commutes without Boston-level pricing. Inventory remains tight, buyer competition is strong, and quality listings are moving quickly. Providence sits squarely at the intersection of value, lifestyle, and momentum.

It's critical to note, this isn't just a Providence story—it's a Rhode Island one. Our state's compact geography allows market energy to travel fast. When Providence accelerates, surrounding communities benefit as well, from the East Bay to the South County coastline. This is a rare moment where opportunity isn't confined to a single zip code. In Rhode Island, **all boats truly can rise with the tide.**

What does that look like in practice? Top producers are leaning into data-driven storytelling—helping clients understand *why* certain neighborhoods are heating up and *how* lifestyle trends are influencing price growth. They're advising clients on timing, not just transactions. They're building niche expertise around relocation buyers, move-up homeowners, and Boston-based professionals who want more space without sacrificing access. And while virtual tours earn attention, thoughtfully staged, well-timed in-person showings are still what convert interest into confident offers.

Just as important, the agents who will win in this cycle understand that success in a hot market is

rarely a solo effort. In a fast-moving environment, strong agent-to-agent relationships shorten deal cycles, reduce friction, and create better outcomes for clients. **Elite peers aren't competition—they're collaborators who increase speed, certainty, and professionalism across the transaction.** Markets like this reward those who recognize that cooperation is a competitive advantage.

And no agent scales through opportunity alone.

As volume rises and expectations increase, your vendor relationships matter more than ever. Inspectors, contractors, title, photographers, lenders, stagers, closing and service providers are not interchangeable—they are an extension of your brand. The agents who thrive will be the ones who surround themselves with trusted partners, hold them to high standards, and treat them like true business allies. When operating in a market defined by urgency, **your vendors are your reputation.**

Providence's national spotlight is a signal. The question isn't whether opportunity exists—it's how intentionally you choose to engage with it. Markets rise. Tides come in. And the professionals who move forward with clarity, collaboration, and the right partners are the ones who turn market momentum into business growth.

With gratitude,



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FAQ

ALL ABOUT RHODE ISLAND REAL PRODUCERS

Q: Who receives this publication?

A: This magazine is delivered to the top 300 real estate agents in Rhode Island, ranked by sales volume. All our Preferred Partners also receive both physical and digital copies. With thousands of agents in the state, being included in this elite group is a true distinction—a testament to your hard work, talent, and dedication to excellence.

Q: Do real estate agents have to pay for the magazine or events?

A: No! Both the magazine and our events are completely free for top agents. They're fully funded by our Preferred Partners, who support and help us celebrate this exceptional community.

Q: What kind of content is featured?

A: The content is centered around you—the top producers in Rhode Island real estate. Each issue highlights inspiring personal stories, professional milestones, and behind-the-scenes insights into the agents and Preferred Partners who lead this market.

We feature:

- **Top-producing “Local Legends” in every cover story**
- **Rising stars in our “Agent to Watch” feature**
- **Spotlight Profiles on our Preferred Partner businesses**

All agent features are completely merit-based. There's **no pay-to-play**—we tell authentic stories about real people making an impact. We welcome nominations

and referrals, as we're always looking to celebrate outstanding professionals we may not yet know about.

Q: Who are the Preferred Partners?

A: Preferred Partners are top professionals across a variety of real estate related industries who have been **personally recommended by the top 300 agents** in Rhode Island. They appear in every issue of the magazine, participate in our events, and help make this platform possible. These businesses are trusted allies of our agent community, and together, we're building a powerful, collaborative network that promotes business growth for everyone involved.

Q: Does Real Producers host events?

A: Absolutely. In addition to the magazine, we host **private quarterly invite-only events** for our top agents and Preferred Partners. These exclusive gatherings provide opportunities to network, collaborate, share ideas, celebrate wins, and grow together as a community.

Event details are shared in the magazine, on social media, and through direct outreach—stay tuned for our inaugural event this Fall!

Q: How can I recommend a business or feature story?

A: We'd love to hear from you! Whether you want to nominate a fellow agent, highlight an unsung hero, or recommend a business that deserves recognition as a Preferred Partner, we're all ears.

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Keith

EDITED BY STUART TITUS
PHOTOGRAPHY BY JAMIE HARRINGTON

ST. JEAN Where Listening Leads

AN APPROACH TO SLOW DOWN,
UNDERSTAND FIRST, AND WIN LONG-TERM.

We all work in a fast-moving industry where noise often replaces nuance, but **Keith St. Jean** has built a standout real estate career by doing something surprisingly powerful: slowing down, tuning in, and truly listening. As a valued member of **The Martone Group at RE/MAX Properties**, Keith is being recognized as an Agent to Watch - an honor reserved for professionals who are not only producing at a high level, but doing so with intention, consistency, and momentum that signals an exceptional year ahead. As 2026 gets underway, Keith's trajectory is clear—and it's being driven by substance, not flash.

Licensed since 2006 and with RE/MAX Properties since 2017, Keith brings nearly two

decades of experience into every client interaction. Over the course of his career, he has exceeded \$50 million in total sales volume, including **\$7.7 million in 2025 alone**. His results have earned him RE/MAX's **100% Club honors five out of the last six**

years, along with induction into the prestigious **RE/MAX Hall of Fame in 2025**, recognizing more than \$1 million in total commissions generated. Impressive as those numbers are, Keith is quick to point out that production is a byproduct,

not the purpose of how he runs his business.

Real estate has always felt like a natural fit for Keith. His interest sparked in 1996, when he built his first home and became captivated by the process from the ground



“MY JOB ISN'T TO CHANGE THEIR PERSPECTIVE—IT'S TO HELP THEM MAKE THE BEST POSSIBLE DECISION WHEN IT COMES TO BUDGET, RESALE VALUE, AND THE LONG-TERM IMPACT OF THAT CHOICE.”



up. When he ultimately decided to pursue real estate professionally, he reached out to his own Realtor, who helped guide him through licensing and early career decisions. That mentor introduced Keith to new construction marketing and, more importantly, to the idea that success in real estate is learned, earned, and refined over time.

There's also a generational thread woven through Keith's story. Years after, he discovered that his grandfather once operated **St. Jean Realty** while working full-time as a carpenter. Today, a vintage St. Jean Realty sign—passed down by his father—hangs proudly in Keith's home office alongside industry awards and certificates. It's a reminder that while his success is self-built, the tradition run deep. As Keith puts it, “Maybe it was meant to be.”

When it comes to influence, Keith credits several key figures. His first Realtor mentor and his father helped shape his work ethic and professionalism, but he's clear that the most influential voice was his wife, **Nicole**, who encouraged him to get licensed back in

2005. Married for more than 22 years, Nicole—along with their three children—remains Keith's biggest supporter and grounding force. Family, he says, is the constant that keeps everything else in perspective.

What truly differentiates Keith in a crowded, competitive market is his unwavering commitment to **active listening**. Too often, agents are focused on being heard, but Keith focuses on understanding. He treats every client as though they're the only one in the room, listening not to respond, but

to absorb, clarify, and guide. “Most consumers today think they know what they want,” Keith explains. “My job isn't to change their perspective—it's to help them make the best possible decision when it comes to budget, resale value, and the long-term impact of that choice.”

Equally central to Keith's approach is patience. He refuses to rush clients through decisions, understanding that real estate transactions are as emotional as they are financial. Short-term success is important, but Keith views every deal through a long-

term lens. The vast majority of his business comes from referrals, a reflection of the care he puts into every relationship. “I never had the mindset of one-and-done,” he says. “At the end of the day, your reputation is what people remember.”

Keith's straightforward communication style is especially evident when it comes to pricing strategy. While he relies on current data, comparable sales, and honest conversations to set expectations, Keith avoids the tempting—but risky—approach of overpricing a property just to test the

market. Instead, he educates clients on today's realities, emphasizing strategic pricing that attracts serious buyers from the start. In Keith's experience, transparency is what creates wins that everyone feels good about.

When working with high-end prospects or new relationships, Keith leans into what he believes matters most: clear communication, patience, and integrity. That sometimes means having difficult conversations and delivering truths clients may not want to hear—but those moments, he believes, are where credibility is built. “Anyone can tell a client what they want to hear,” Keith says. “Honesty is what they appreciate and remember.”

Ask Keith how he defines success, and his answer is refreshingly simple: satisfied clients. Whether he's helping a first-time buyer cross the threshold of their new home or guiding a family through the emotional sale of a property filled with memories, Keith finds the greatest reward in trust earned and relationships strengthened. Those moments—not the metrics—are what keep him energized.

As an Agent to Watch, Keith St. Jean represents the kind of professional Rhode Island's top agents admire and respect: thoughtful, disciplined, and relentlessly client-focused. With strong momentum behind him and a philosophy built on listening first and leading with integrity, Keith is exceptionally well-positioned to make 2026 his strongest year yet.



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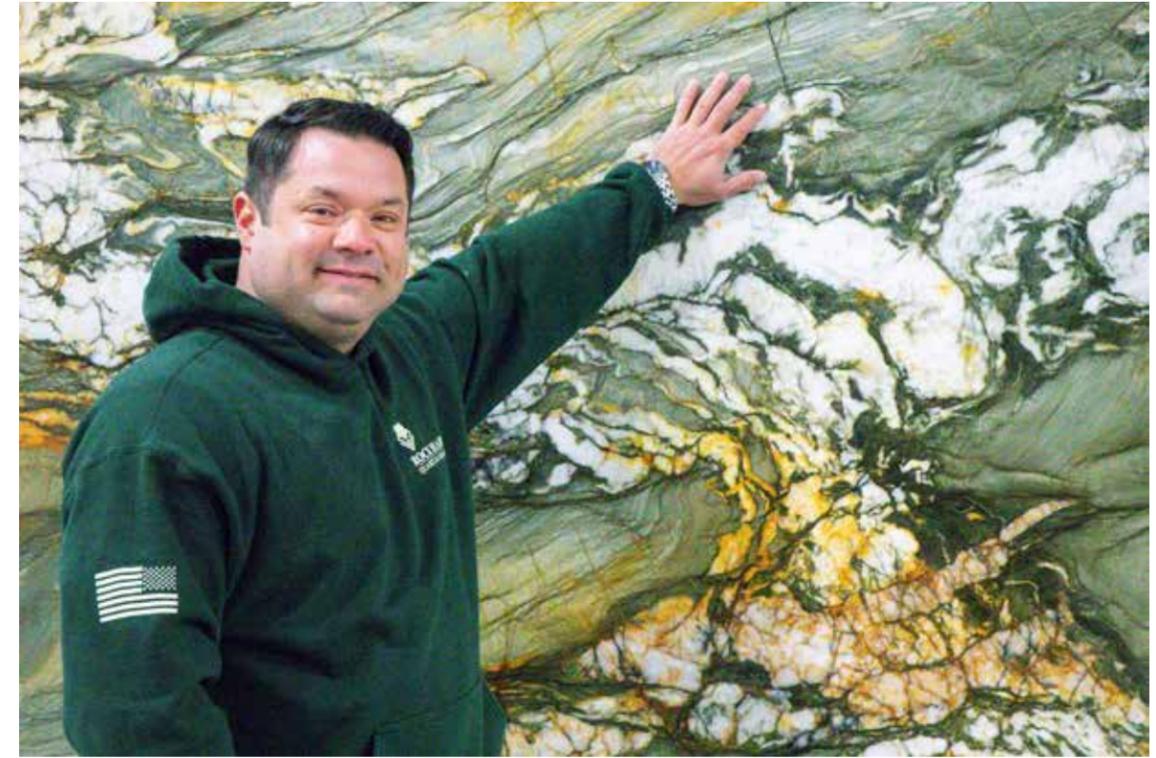
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VICTOR MACEDO DEFINES THE
LASTING VALUE OF DOING IT RIGHT

EDITED BY
STUART TITUS
PHOTOGRAPHY
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In real estate, we know trust is the true currency. Trust in your process, trust in your instincts, and—perhaps most importantly—trust in the partners you recommend. When you put your

name behind a vendor, you're not just making an introduction; you're attaching your reputation to the outcome. For many of Rhode Island's top-producing agents, that trust is exactly why

they continue to refer clients to Victor Macedo, owner of Rock Hard Quartz & Granite.

Spend even a short amount of time with Victor and one thing

becomes immediately clear: this work matters deeply to him. Not in a transactional way, but in a genuinely personal one. Nearly two decades into the stone and countertop industry, Victor still approaches every project with the mindset of a craftsman—someone who understands that what he creates today will be lived with, admired, and relied on for years to come.

Rock Hard Quartz & Granite is a full-service custom stone fabricator and installer specializing in high-quality granite, quartz, quartzite, marble, onyx, and porcelain. Kitchens, baths, vanities, fireplaces, specialty surfaces—each project is handled start to finish, from slab selection through final installation. But the real differentiator isn't the breadth of materials or the equipment on the floor. It's the level of personal involvement.

Victor stays hands-on throughout the entire process. Just as the

larger shops feel impersonal and indifferent, having owner-level accountability makes all the difference—especially for agents working on tight timelines with high expectations. "People think all countertop companies are the same," Victor says. "Pick a slab and someone installs it. But fabrication and installation quality matter more than most people realize."

He's not wrong. A rushed measurement, a visible seam, or a delayed install can create unnecessary stress—or worse, derail a closing. Victor is acutely aware of that reality, which is why precision is non-negotiable at Rock Hard. Every measurement, every cut, every install is approached with care and intention. The goal is simple: no surprises, clean execution, and results that photograph beautifully and hold up over time.

For Victor, craftsmanship represents more than technical skill—it's about pride. He talks

often about the idea that clients will look at his work every single day. That awareness drives everything he does. "Once stone is in, it's there," he says. "I want people to still love it years from now."

That long-term perspective is also what fuels his creative side. Victor genuinely enjoys helping clients and agents bring a vision to life, whether that means a clean, modern quartz for a low-maintenance property or a dramatic natural stone for a high-end custom home. "Creativity shines in custom designs," he says, pointing to unique slab selections and thoughtful details that elevate a space without sacrificing functionality. The creativity is always paired with practical outcomes—durable materials, realistic budgets, and timelines that align with real estate demands.

Ask Victor what he enjoys most about the work, and the answer comes down to one simple



that when an agent recommends Rock Hard, they're trusting him with their client—and their brand. That responsibility shapes how he communicates, how quickly he responds, and how seriously he takes timelines. "A good install makes the agent look great," he says. "That's how long-term partnerships happen."

One of the simplest ways agents can leverage his expertise, Victor notes, is by bringing Rock Hard into the conversation earlier. Even a quick consult or slab

preview before a property hits the market—or right after it goes under agreement—can prevent delays and create a smoother experience for everyone involved. Small upgrades, like a countertop or vanity refresh, can dramatically improve a home's appeal and help it stand out in photos, often leading to faster sales or stronger offers.

At the end of the day, Victor defines success in straightforward terms: happy clients, strong referrals, and agents who say, "Victor made this easy."

Rock Hard Quartz & Granite reflects the same values Victor brings to every project—precision, pride, and partnership. It's a business built on relationships, focused on Rhode Island, and driven by the simple satisfaction of a job done right. For agents who value craftsmanship, reliability, and vendors who protect their reputation as fiercely as they do, Victor Macedo is more than a recommendation—he's a genuine trusted partner.

moment—the reveal. When the last piece is set, the lines are clean, and a space finally feels complete. A kitchen comes to life. A bathroom feels finished. What started as an idea is suddenly real. "It's functional art," he says. "And it changes how people live in their homes."

That same approach is reflected in how Rock Hard has grown over the years. The business has been shaped by repeat clients, word-of-mouth referrals, and agents who continue to send buyers and sellers his way. People come back because they know what they're getting—careful work, clear communication, and consistent results. That kind of trust isn't built quickly, but it lasts.

The path hasn't always been easy. Like many in the industry, Victor has navigated supply chain disruptions, rising material costs, and the challenge of scaling without compromising quality. Growth is exciting, but for him, consistency matters more. He's invested in strong systems, ongoing training, and trusted vendor relationships to ensure every project meets the same standard, no matter how busy things get.

The best advice he's ever received still guides him today: under-promise and over-deliver.

For real estate agents, Victor views the relationship as a true partnership. He understands

“It's functional art and it changes how people live in their homes.”



The Anti-Agent NELSON TAYLOR

IS WRITING HIS OWN STORY THROUGH
UNREASONABLE HOSPITALITY

EDITED BY STUART TITUS
PHOTOGRAPHY BY JAMIE HARRINGTON

Nelson Taylor didn't set out to become one of Rhode Island's most respected real estate professionals. Before 9/11, he was a freelance travel writer living in New York City. When the travel industry collapsed, he and his wife Kelly had just moved to Providence, bought a bungalow on Eleventh Street, were expecting their first child, and knew almost no one locally. He had to pivot — quickly.

Residential Properties initially declined to hire him. So Nelson did what a trained fiction writer does best: he wrote the office manager a long, funny letter explaining, in exaggerated detail, what a catastrophic mistake they were making. It worked. He was hired — and became the top-producing rookie in company history.

Twenty-five years later, Nelson is the Founder and Managing Partner of The Blackstone Team at Compass, a seven-agent partnership supported by two full-time staff members. He has personally sold more than \$250 million in Rhode Island real estate. Over its 18-year history, The Blackstone Team has closed \$650 million in volume. In 2024, the team ranked #7 statewide with \$75 million in production; in 2025, #10

statewide with \$78 million. RealTrends named them the #1 Medium Team in Providence. He holds the record for the highest East Side single-family sale at \$6,850,000, and has earned GPBOR Circle of Excellence Platinum Plus honors for a decade straight.

The résumé speaks and the production is elite, but the philosophy is what sets him apart. Nelson often refers to himself as “the anti-agent.” Not because he rejects the business — but because he rejects the transactional mindset that can dominate it.

“My business is about relationships and trust,” he says. “Money does not drive me. I’m not a salesman. I’m a purveyor of real estate knowledge and experience.” Over the past year, he has sharpened that philosophy through a concept called *Unreasonable Hospitality*, popularized by restaurateur Will Guidara of Eleven Madison Park. The idea is simple but powerful: ordinary service meets expectations; unreasonable hospitality exceeds them in personal, creative, and unexpected ways. It requires active listening, emotional intelligence, and a willingness to invest time when there is no immediate return.





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and experience.”

compensation conversations. The team also takes a firm stance against Dual Agency, prioritizing clear advocacy over increased commission opportunity.

On pricing strategy, he remains pragmatic. In a prolonged low-inventory cycle, he favors competitive pricing to create urgency and bidding momentum, while advising investors to think like disciplined stockholders — steady accumulation over speculation.

Nelson’s academic path — a BA, MA, and MFA in English, plus private study with Gordon Lish — might make him one of the most over-educated realtors in Rhode Island. He still writes fiction. He writes song lyrics. His favorite retreat is the Providence Athenaeum. You can feel the writer in him — observant, precise, attentive to nuance.

That attentiveness may be his greatest competitive advantage. The Blackstone Team’s messaging now captures the ethos succinctly: **We get you. Home.** It’s not a slogan, it’s an operating principle. Our business often rewards speed, but Nelson Taylor has built a highly successful reputation on depth. Depth of knowledge. Depth of relationships. Depth of commitment.



In practice, that means treating every interaction as an opportunity to deepen connection rather than advance a transaction. You notice what matters to someone before they articulate it. It also means giving time away freely — and trusting the return will compound.

Last year, The Blackstone Team launched “Blackstone Sessions,” gathering 50 clients for a Ted Talk-style evening where five clients shared passions unrelated to their professions. One East Side homeowner spoke about learning to play the tuba at age 60 and joining the Extraordinary Rendition Band. No listings were pitched. No business was solicited. It was community for the sake of community.

That same spirit shows up in how Nelson works day-to-day. He describes himself as a “real estate consultant for

life.” Clients call him years after closing to review renovation quotes, analyze tax assessments, source tradespeople, or discuss estate planning strategy. He volunteers his time freely, because he views generosity not as charity — but as good business.

“Real estate is not transactional,” he says. “You have to schedule time every week to build relationships that have nothing to do with a deal.” He time-blocks relentlessly. Mornings are protected for reading, journaling, meditation, and planning. Fridays are off. No appointments before 10 a.m. And within The Blackstone Team, every client has both a Primary and Secondary Agent — ensuring continuity of service and true work-life balance for agents. The system protects client experience while preventing burnout.

The team’s structure reflects that long-game thinking. Blackstone operates more like a law firm than a traditional real estate team. Partners share quarterly profits. Roles are clearly defined. A management group oversees vision, recruiting, marketing, coaching, and education. A Partnership Program accelerates growth for younger agents. A Legacy Program allows retiring agents to receive 30% of database-driven business for ten years — even extending to a spouse or child.

“Rising waters float all boats,” Nelson says. “Culture and sustainability matter.” That steadiness has carried him through the 2008 financial crisis, when he worked to help underwater clients avoid foreclosure, and through the recent commission lawsuits, which he believes ultimately reinforced the importance of transparent

“
Rising waters float
all boats. Culture and
sustainability matter.”

He may call himself the anti-agent. But to his peers across Rhode Island, he represents something more enduring: a professional who plays the long game, practices unreasonable hospitality, and proves that sustained production and principled leadership are not mutually exclusive.

And in this market, perhaps in any market, that’s what true longevity looks like.



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